

February 3, 1964

TAPPAN BUYS SPONSORSHIP IN "TODAY," MARKING COMPANY'S
FIRST TV NETWORK ADVERTISING SINCE 1954

The Tappan Co., advertising on network television for the first time since 1954, has purchased sponsorship in NBC-TV's "Today" show in the Spring, it was announced today by Mike Weinblatt, Director, Participating Program Sales, NBC-TV Network.

The Tappan campaign will run from March 17 through June with multi-participations each week. "Today" is telecast Monday through Friday from 7 a.m. to 9 a.m. and stars Hugh Downs as host with Jack Lescoulie and Frank Blair.

On "Today," Tappan will advertise its built-in ranges, refrigerators, dishwashers and disposal units. The campaign is timed to reach prospective home buyers during the peak home-buying Spring and Summer seasons.

The Tappan order was placed through Ketchum, MacLeod & Grove.

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NBC TRADE NEWS

February 3, 1964

XEROX CORP. TO SPONSOR 'OUR MAN IN WASHINGTON,'
NBC NEWS FULL-HOUR COLOR TV SPECIAL PRESENTING
DAVID BRINKLEY BEHIND-SCENES STUDY OF THE CITY

A rare, David Brinkley-type view of the nation's capital and its most important citizens will be provided in "Our Man in Washington," an NBC News color TV special, Tuesday, March 3 (10-11 p.m. EST).


The sponsor will be Xerox Corp. (through the Papert, Koenig & Lois Inc. advertising agency). The special will be co-produced by Ted Yates and Stuart Schulberg.

Zeroing in on the pomp and circumstance of "high society foreign policy," Brinkley will serve as a tour guide to the behind-the-scenes life of one of the world's most important cities. It also happens to be the municipality Brinkley has come to know best in his two decades as an NBC News' correspondent. He has scored widely on "The Huntley-Brinkley Report," half-hour Monday-through-Friday series, and on many special telecasts.

As a point of departure, "Our Man in Washington" will chronicle the preparations for the state visit of Emperor Haile Selassie of Ethiopia last Fall. Along the way, it will illuminate the amount of energy and money generally spent on the serious business of impressing foreign dignitaries.

Among the colorful scenes on the program, with appropriate wry-and-ginger commentary by Brinkley, will be a typical Washington cocktail party, the organization of a band to lead a state parade, and various and sundry salutes considered necessary to protocol.

(more)



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In a less formal vein, there will be typical scenes of Washington society in action, examples of the fine art of party crashing, and the phenomenon of "conspicuous consumption" that has valuable points on the scale of status in the social whirl of the capital city.

In the characteristic mode of David Brinkley specials, those appearing in interviews on the program will be vitally interesting personalities caught in surroundings that provide new insights.

For example, Chief Justice Earl Warren expresses his opinions while sitting on the poop deck of the yacht Sequoia, contentedly puffing on a cigar as the craft cruises on the Potomac.

Also included in the report are the late President John F. Kennedy; his widow, Mrs. Jacqueline Kennedy; Secretary of State Dean Rusk; Angier Biddle Duke, Chief of Protocol; Stewart Udall, Secretary of the Interior; Attorney General Robert F. Kennedy; and G. Mennen Williams, Assistant Secretary of State for African Affairs.

NBC-TV PROGRAM HIGHLIGHT MARCH 3

"OUR MAN IN WASHINGTON" -- David Brinkley provides an off-beat view of the nation's capital, with emphasis on "high society foreign policy." (Color).

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NBC-New York, 2/3/64

NBC TELEVISION NETWORK NEWS

February 3, 1964

McGEORGE BUNDY AND THEODORE SORENSEN, IN 'NBC WHITE PAPER' INTERVIEWS FOR 'CUBA: THE MISSILE CRISIS' TELECAST, REVEAL DETAILS OF ACTIVITIES AND THINKING OF KENNEDY AND ADVISERS

McGeorge Bundy and Theodore Sorensen, in specially filmed interviews, reveal details of the behind-the-scenes activities and thinking of President Kennedy and his key advisers during the 15 days of crisis at the time of the Cuban missile threat in 1962, on the "NBC White Paper" telecast, "Cuba: the Missile Crisis," Sunday, Feb. 9 (10-11 p.m. EST).

Producer Fred Freed and associate producer Len Giovannitti filmed the interviews a few weeks ago. Bundy was President Kennedy's assistant for National Security Affairs, and Sorensen was special Presidential counsel. Martin Agronsky, NBC News, is the interviewer.

The comments include an explanation by Bundy as to why, upon learning of Soviet offensive missiles in Cuba, he waited until the next morning to inform the President; and a report by Sorensen of the secretive meetings of the Executive Committee of the National Security Council, their discussions of alternatives to be considered in dealing with the Cuban situation, and the thinking that brought the decision for the blockade.

"Cuba: the Missile Crisis" will present a virtual hour-by-hour account of the critical period from the time that the presence of missiles in Cuba was determined until Khrushchev decided to remove them.

(more)

A presentation of Creative Projects, NBC News for which Irving Gitlin is Executive Producer -- "Cuba: the Missile Crisis" is the second of two White Paper programs on Cuba. The first program, "Cuba: Bay of Pigs," will be telecast Tuesday, Feb. 4 (10-11 p.m. EST). Chet Huntley is reporter on both telecasts.

NBC-TV PROGRAM HIGHLIGHT FEB. 9

"CUBA: THE MISSILE CRISIS" -- McGeorge Bundy and Theodore Sorensen discuss behind-the-scenes activities and thinking of President Kennedy and key advisers during missile crisis. Program covers events of crucial 15-day period in recent U. S. history. Chet Huntley reports.

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NBC-New York, 2/3/64

WALTER BROWN, ADMINISTRATOR OF SALES
PROMOTIONS FOR NBC RADIO, IS DEAD

Walter Brown, Administrator of Sales Promotions, NBC Radio Network, died Sunday (Feb. 2) at the Veterans Administration Hospital in Manhattan after a long illness. Mr. Brown was 45 years old. He had been with NBC since 1959. Services will be held Wednesday (Feb. 5) at the Universal Chapel, 52nd Street and Lexington Avenue, Manhattan.

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NBC-New York, 2/3/64

NBC'S MARION STEPHENSON ADDRESSES COSMETIC CAREER WOMEN
ON "HOW TO SUCCEED IN BUSINESS BY REALLY TRYING"

FOR RELEASE AT 12 NOON, EST, WEDNESDAY, FEB. 5

Marion Stephenson, Vice President, Administration, NBC Radio Network, addressed the Cosmetic Career Women today (Feb. 5) in the Empire Room of the Waldorf-Astoria Hotel in New York.

Miss Stephenson, NBC's first woman Vice President, spoke on "How to Succeed in Business by Really Trying."

In her speech, Miss Stephenson said: "I have read scores of articles about the great wasted reservoir of female intelligence, about the nation's need not only for educated women, but for thinking women trained and ready to apply their knowledge and skills in positions that virtually cry for them. But if the call is there, I have not heard it. And if the need is there, society, and that includes women, either ignores it or rejects it.

". . . it certainly would appear that the educated women of America have lost ground in their attempt to place their talent at the disposal of a nation that professes to be hungered for brain power."

(The complete text of Miss Stephenson's address before the Cosmetic Career Women is in this mailing.)

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NBC-New York, 2/3/64

HOW TO SUCCEED IN BUSINESS BY REALLY TRYING

Marion Stephenson

Vice President, Administration

NBC Radio Network

It is a pleasure to be here with you -- especially when I have been asked to talk about women -- their status and opportunities in America today.

During the past few months I have had several opportunities to participate in symposiums concerned with the Status of Women report proposed by the Commission established by the late President Kennedy -- the first time that such an undertaking has been sponsored by the Federal Government. I hope that many of you are familiar with the project and this book that was presented to Mr Kennedy in an impressive ceremony at the White House last October 11th.

Mrs Eleanor Roosevelt was the chairman of the project and on her death the responsibility for its completion and presentation largely fell on the capable shoulders of Esther Peterson, Assistant Secretary of Labor, who just one month ago was given the additional role of speaking for the consumer directly to President Johnson.

When President Kennedy appointed the Commission in 1961 he stated that "we have by no means done enough to strengthen family life and at the same time encourage women to make their full contribution as citizens." The report covers these areas in detail and provides many comments and statistics that document much of what many of us know. However, there is much food for thought in these 86 pages.

I should like to address myself to the second part of Mr Kennedy's observation -- and concentrate on our "status" today as women in general and then deal specifically with women in the world of business.

I think we all know that women constitute more than 51 percent of the population and may have at least titular control of as much as 70 percent of the wealth of the country. These figures which we read in magazines or articles from time to time are in no way conclusive but they do suggest that women own or control more than half the property and buildings, the stocks and bonds, and the bank accounts in the United States. Women may have been considered emancipated when the 19th amendment gave us the vote in 1920, but in many areas -- particularly the area of opportunities that are available to us in business -- we are still second class citizens.

In the middle of the 20th century, women are subject to prejudice that smacks of the 19th century. One of our most severe handicaps is that industry today has a tendency to ignore women as potential managerial talent. As a result, statistics show that the percentage of women reaching top management is declining. A recent Michigan State University study showed that only 3.8% of the United States executives are women. While some doors are opening in the fields of advertising, merchandising, publishing and other creative fields that are new and not steeped in tradition, -- those in insurance, banking, real estate and heavy industry are still tightly closed to women.

Quite amazingly, there are still some industries that will not even hire a female secretary! Although the New York Times recently stated that there are 60 women who are general partners in Wall Street brokerage houses, they finished the article with the remark that "in percentages, women still play a relatively small part in Wall Street in jobs other than clerical."

Even though these women have achieved these responsible positions, they are not permitted to enter the floor of the New York Stock Exchange. 75 percent of bank employees are women; yet only now are they being admitted to the one national graduate banking school at Rutgers University. With rare exceptions, they still are barred from interviewing loan applicants or handling trusts in the larger city banks, although women do hold positions of responsibility or directorships in country banks. The large insurance companies also are reluctant to promote women to top positions.

Despite the gains and achievements that have been made, there continues to be an overwhelming amount of discrimination against women and we cannot help but feel that business is the loser for not encouraging and developing women for higher responsibilities. It is even more unfortunate today in an age when we need all the talent we can generate. In a time of expanding national needs and keen world competition, it is questionable if we can afford to waste any national resources -- brain power least of all.

Not only in business but also in the area of legal rights, the American woman has yet to achieve full equality. There are three states which refuse her the right to serve as a juror, and there are still certain states -- most notably Texas -- where she cannot open a business of her own without her spouse's written permission. In addition, many churches refuse to allow a woman in their pulpits.

There is not even a woman in the present Cabinet -- for the first time since President Roosevelt started the practice in the 1930's. There never has been

a woman on the Supreme Court. Of 422 federal judges, only 3 are women -- but one of these, Judge Sarah T Hughes, swore in Lyndon Johnson as President of the United States in an airplane at an airport in Dallas. There are 2 women diplomats -- Frances Willis in Ceylon and Eugenie Anderson in Bulgaria -- but no woman has a policy-making role in the State Department and no woman has a voice in the councils that are searching for a way to keep peace in the world.

Pauline Frederick, our NBC news correspondent at the United Nations, has pointed out that Mrs Agda Rossel heads the Swedish delegation to the U N and that Madame Pandit has the same role for India. Mrs Gunnar Myrdahl is Sweden's U N disarmament delegate, and was just appointed by Secretary General U Thant as one of 5 members of a group to examine the explosive problem of South Africa's racial policies. Madame Pandit was the only woman to be President of the General Assembly and she once told Pauline Frederick that if there were to be another woman in the General Assembly, she could be from the East, since Eastern women are more widely accepted in important positions than Western women.

I must admit that I never have been able to find an adequate definition of the term "career woman" but I do feel that this term, while descriptive, is generally taken as an epithet. Though women have fought long and hard for equality, the term "Career Woman" frequently is still an unflattering term. Too often, usage implies an aggressive, unfeminine creature. By "career woman" I mean women in the professions, in the arts and sciences and quasi-responsible levels of government, business and industry.

I have read scores of articles about the great wasted reservoir of female intelligence, about the nation's need not only for educated women, but for thinking women trained and ready to apply their knowledge and skills in positions that virtually cry for them. But if the call is there, I have not heard it. And if the need is there, society, and that includes women -- either ignores it or rejects it. In referring to those earlier statistics, it certainly would appear that the educated women of America have lost ground in their attempt to place their talent at the disposal of a nation that professes to be hungered for brain power. The decline of the professional woman has been contributed to a combination of factors that include earlier marriages, misuse of education, job discrimination, and the cultural forces that tell a woman it is unladylike to use her mind. Women themselves, I am afraid, regard a professional or career woman with such diverse reactions as envy, disapproval or superiority.

One of our most important problems facing women today is that while we have considerable freedom of choice in education, limited only by economic considerations, we do not always have consistent and equal opportunities in life after the education process is completed. Even more tragic are those social limitations that women themselves place in their way as hobbling handicaps. We must impress upon women the need to be interested in the life that is pulsing around us The need to make contributions equal to our abilities. I remember a recent talk by Louis Nizer in which he cited the disarming statistic that the average person develops only 10% of his potential! Also that the very high IQ person or genius frequently is even less successful because education and marks came too easily in the school years. More frequently, the most successful and capable person is the one of above average intelligence who has a

tremendous inner drive and in the desire to learn and to get ahead may develop as much as 15 or 20% of his potential. For our country's sake, if not our own, we must encourage all people, and especially women, to want to do more, learn more and grow more. We must never think that the educational process is confined to the classroom. It is as much a part of a vital and stimulating life as living itself.

But what can we do to get us on the road toward more responsible, managerial type positions? In my opinion there are two broad categories involved. Most important is to have a good educational background, constantly reading and learning the latest trends and progress in our chosen and allied fields. Together with the development of good work habits we will be prepared for any opportunities for advancement that may present themselves. Then it is necessary to find the industry that is receptive to accepting and promoting women who are willing to work harder and devotedly for their career.

Let's touch on the second point for a moment. Over the past year I have had many opportunities to meet many interesting, conscientious, hard working women, and one point has been brought out over and over again -- carefully weigh and appraise the industry in general -- and the company in particular -- in which you seek to make your career. If either the industry or the company is not receptive to promoting women into positions of responsibility, get out before it is too late-- before you have spent precious years with little to show in tangible results -- either in the pay check or through advancement.

However, job changing should be undertaken for only two purposes --

1. to find the type of work that is most interesting and stimulating, and
2. to find the industry or company that is willing to accept and recognize the contributions of capable women.

Also, if found necessary, it should be done in the early years before skills and work experience become too specialized and restrict the areas of employment or advancement. It is my feeling that a woman would find it rather difficult in business or industry today to change high level positions with the ease and acceptance that is possible for a man.

A woman tends to have certain unique, innate qualities which can give her a decided advantage over men. I think that a woman executive can function efficiently as a "tranquilizer" in daily business operations. Empathy is more a womanly characteristic, and by practising it she should be able to get people to work together more efficiently. A woman can be more understanding of other people's feelings -- but there is a significant differential between empathy and emotion in business. In the office she is most valuable when she can work with two conflicting groups or forces and get both to work in the same direction for a common cause.

As a woman embarks on her business career she must be prepared to make progress slowly, but even as the lowly turtle, she only gets ahead when she sticks her neck out. She must have patience, devotion to her job, and if she

intends to succeed, must do more than her job requires. A man, on the other hand, does not have to "over-prove" himself. It is not necessary that he have the qualifications that a woman must have. Every woman that I have met who is successful has been able to talk man's language. I think it could best be phrased that she should think like a man, but understand like a woman. A woman's greatest pitfall is when she relies on her womanliness. A woman executive must not be temperamental. She must not let others recognize her personal likes and dislikes. She should not play up to men. If she does, she runs the risk of alienating secretaries and other women with whom she comes in contact. Her conduct and actions during the business day must be middle of the road -- but definitely more feminine than masculine. During working hours, she should not expect to operate on a double standard.

A woman should not let her emotions show. However, when done on rare occasions it can be a very effective way to show displeasure or disagreement. By conveying¹ a sense of calmness, objectivity and stability to others, she can be more effective in putting across her point of view or in negotiating between two opposing factions. Especially when dealing with subordinates I always try to ask pertinent questions rather than give opinions, and the questions usually are directed toward reaching the desired answer. This serves to enable all parties concerned to reach the same conclusion simultaneously and, at the same time, understand the various ramifications that may be involved.

I have found no social problems as a woman executive. Nor is there any noticeable hostility on the part of men. In fact, rather than hostility, I have found curiosity. They usually want to see if I can speak the language -- truly function as an executive.

In the area of management, I have found that there are three skills of special importance that are vital to an individual's progress and to an effective, efficient operation. One is the ability to THINK and, even more importantly, to think things through. It is amazing how many people do not have this ability. Some people are excellent in certain aspects of material gathering, but fail to draw the proper conclusions or fail to be aware of the more significant long term aspects of the problem.

As the trend toward automation surges around us, this ability to think becomes even more important. I certainly am impressed with the wizardry of the computer as it faultlessly and speedily prepares our complicated talent and regular payrolls, as it classifies and tabulates an entire accounting operation, as it masterminds an oil refining operation, or projects the path and tracks a space capsule in orbit around the earth. But I also am aware that a computer can't think. The end result is only as valid as the information that is fed into it by the programmer -- a human being -- and increasingly, the programmer is a woman.

Before we get deeply involved in a problem or situation that confronts us, we should determine whether or not it is in our province to handle. In reaching this first decision, I have always appreciated the wisdom expressed in this little prayer --

Grant me the serenity of accepting things I cannot change,
The courage to change the things I can,
And the wisdom to know the difference.

Thinking things through is based on analysis and logic tempered by common sense. It is necessary to get ample facts and information (but not enough to drown in) for analysis. Then determine the minimum objectives or results that are required. After weighing the various alternatives, a logical and carefully developed solution should be reached and quickly made available to the people concerned with the problem.

The whole "thinking through" process can be negated by indecision. A start on the resolution of a problem, even though not 100% correct, is better than no decision at all. Sometimes a compromise is necessary between conflicting opinions -- and empathy, understanding, perception, and even intuition, can be vital factors in resolving the differing points of view.

Another skill frequently found missing in business is the art of efficient communication. It is essential to keep others informed of all actions, projects and activities so that the total effort of the operation or organization can be coordinated and given direction. Where policy or operational areas are involved, it is important that all discussions and decisions be put in writing and distributed to all participants for future reference. Written communications -- especially financial reports -- should be written in lay English. Determine the most important person who will read the report and, accordingly, write in the language he understands. Any report or communication is valid or informative only when read and understood. A report, unread, reposing in a file drawer, serves no purpose. Reports and presentations should be well organized, logically developed, and if possible, brief. But, regardless of length, they always should be understandable.

The third skill that I should like to comment on is working with people. It is last because I feel it is the most important -- for the heart and backbone of business, government or any endeavor is people. All people have feelings and sensitivities. Empathy, a favorite word of mine, should permit us to better understand each person so that we can effectively work and pull together. I consciously make an effort to know and know about all the people in the areas reporting to me as well as those in other areas of the network or company with whom I come in contact. I like to stop by a desk and say more than a "hello" just to show that I am interested in the person and that he or she has an identity as far as the company is concerned. This casual acquaintance is also helpful to me in weighing promotions that occur -- for wherever possible, I like to promote from within the network group first, and then from within the company. If the proper person is chosen for the job, the entire operation benefits from the good morale generated and the desire to work closely together. It also is vitally important that capable young people be encouraged to show their skills and talents so that they can be considered as replacements for supervisory positions. By promoting from within, the transition period is minimal and smooth -- quite different from the loss of time and effort required in the orientation of a new employee unfamiliar with the operation. It is important to pass on or share any pertinent information or reports with supervisory employees so as to enable them to be alerted to changing developments and to make them feel that they are an essential part of the team.

Respect for the employee can be shown by presenting an honest evaluation of his work and thereby letting him know exactly where he stands in the organization. In NBC this includes an appraisal of managerial traits, promotion potential,

work habits, work efficiency, personal habits and relationships with others. I feel that these appraisals, if done carefully and analytically, are of the utmost importance in enlightening both the employee and management. I conscientiously try to appraise my supervisory employees and advise them of each rating or comment I have made and why. Unfortunately, there are times when this can be a very unpleasant occasion, but it is the only way that some employees can be made aware of their faults or shortcomings.

Whenever the occasion warrants, we should be generous with recognition for a task well done -- whether large or small -- even though the recognition may be no more than a sincere "thank you". I learned many years ago in my first job as a menial renewal searcher of magazine subscription stencils that a smile, an understanding glance, a nod of approval, a pat on the back, a helpful suggestion, a "please" or a "thank you" can brighten an otherwise dull day. I hope I never forget that it is just as effective and appreciated today -- and will continue to be so tomorrow.

I feel that by acknowledging and respecting people in these various ways, they also will have greater respect for me, and mutual respect certainly generates cooperation and teamwork. Our own enthusiasm for our job or operation is instantly transmitted to those who work with us. The abundance, or lack, of enthusiasm, respect, cooperation and teamwork determines whether or not there will be a strong cornerstone on which a successful operation can be built.

In my opinion, modesty is the complement of self-confidence, and increased authority requires humility, not arrogance. We should always remember that today's promotion was based on yesterday's character, ability and personality. If we forget or discard these talents, there may be no promotion tomorrow.

February 4, 1964

FIVE ADDITIONAL PURCHASES IN 'NBC SPORTS SPECIAL'

BRING LIST OF SPONSORS IN SERIES TO EIGHT

New Advertisers in 90-Minute Program Are U.S. Rubber,
Brown & Williamson, Schick, Pfizer and Dodge

Sponsorship in the "NBC Sports Special" telecasts has been purchased by five additional advertisers, bringing the total number of advertisers in the series to eight, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The new advertisers, signed last week, are United States Rubber Co., Brown & Williamson Tobacco Corp., Schick Safety Razor Co., Charles Pfizer & Co. Inc. and Dodge Division of Chrysler Corp.

The previously announced sponsors of the series are Bristol-Myers Co., Autolite Division of Ford Motor Company and Consolidated Cigar Corp.

The 90-minute series is telecast Saturdays (4:30 p.m. EST) and covers a variety of sports. Bud Palmer is host on the program.

U. S. Rubber was signed through the Doyle Dane Bernbach agency; Brown & Williamson through Post-Keyes-Gardner Inc.; Schick through Compton Advertising Inc.; Pfizer through Leo Burnett Co., and Dodge through Batten, Barton, Durstine & Osborn.

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NBC COLOR TELEVISION NEWS



February 4, 1964

'FAMOUS ADVENTURES OF MR. MAGOO,' NEW HALF-HOUR WEEKLY, ANIMATED
COLOR SERIES, WILL DRAMATIZE FAVORITE TALES IN 1964-65 ON NBC-TV

Jim Backus to Star as Voice of Mr. Magoo

"The Famous Adventures of Mr. Magoo," a new half-hour color series offering -- for the first time in a weekly series -- faithful, animated dramatizations of favorite tales of young and old, will be presented in the 1964-65 season on the NBC-TV Network Saturdays (8-8:30 p.m. EST). The new series, tentatively set to debut Sept. 12, was announced today by Mort Werner, Vice President, Programs, NBC-TV Network.

Jim Backus will star as the voice of Mr. Magoo.

Winner of four Oscars, Mr. Magoo will embark on the most ambitious aspect of his 14-year fictional career. He will star as the hero in tales of derring-do -- as, for example, D'Artagnan in "The Three Musketeers," the vengeful Count in the "Count of Monte Cristo" and as Friar Tuck in "Robin Hood."

In a change of pace, Mr. Magoo will display his versatility by portraying Long John Silver in "Treasure Island," by jousting with windmills as "Don Quixote," and as Rip Van Winkle. Mr. Magoo also will play both leading roles in "Dr. Jekyll and Mr. Hyde."

(more)

The series will be produced by UPA Pictures Inc., in association with NBC-TV. Henry G. Saperstein will be executive producer, with Abe Levitow as director for the series.

UPA also produced the widely acclaimed NBC-TV full-hour color special, "Mr. Magoo's Christmas Carol," television's first animated version of Charles Dickens' "Christmas Carol," which won high audience response when it was presented in 1962 and 1963.

Just as "Mr. Magoo's Christmas Carol" was a faithful dramatization of Dickens' story, the new series also will preserve the integrity of the original storyline in presenting the animated versions of other "twice-told" tales. The play will be the thing, and the series will not be limited to a single half-hour program. When the story so requires, there will be two, three and even four-part weekly episodes. For instance, "Don Quixote" is visualized as a three-parter.

Another innovation to be provided by the series will be the formation of a company of distinguished actors for character voices.

"The Famous Adventures of Mr. Magoo" is now in production at UPA's studio in Burbank, Calif., where a staff of more than 250 is at work on the initial 26 episodes of the series.

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NBC-New York, 2/4/64

CORRECTIONS FOR LIST OF THEME MUSIC ON NBC-TV

Theme music for "Concentration" is "Concentration Cartoon," by Bolin and Kaye.

Theme music for "The Loretta Young Theatre" is "Sequoia," by Kermit and W. Leslie.

Theme music for "Truth or Consequences" is "Little Rock Getaway," by Sigmund and Sullivan.

NBC-New York, 2/4/64

REVISED CREDITS FOR 'THAT WAS THE WEEK THAT WAS'

Time: NBC-TV Network, Fridays, 9:30-10 p.m. EST.

NBC-TV Premiere Date: Jan. 10, 1964.

Format: Satirical revue based on news events.

Host: Elliott Reid

Cast: Henry Morgan, David Frost, Nancy Ames ("TW3 Girl") and special guests.

Announcer: Dick Noel

Executive producer: Leland Hayward

Producer-Director: Marshall Jamison

Associate producer: Willard Levitas

Writers: Robert Emmett, Gerald Gardner, Sol Turteltaub, Thomas Meehan and Tony Webster.

Associate Director: Hal Venho

Technical Director: Frank McArdle

Music Director: Norman Paris

Unit Manager: Tom O'Keefe

Scenic Designer: Tom Trimble

Graphic Arts: Guy Frumini

Costume Director: John Boxer

Audio Director: Phil Falcone

Lighting: William Raker

Cameras: Buddy Josephs, Ken Winchester and Bjorn Bjornsen

Stage Manager: Hal Alexander

Production Assistant: Suzanne Pelsang

Assistant to Producer: Launa Newman

Sponsors: Various

Origination: NBC-TV studios, New York

NBC Press Representative: Stan Levine (New York)

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NBC TRADE NEWS

NBC'S MORT WERNER, IN TALK TO CINCINNATI AD CLUB, DECRIES THEORY THAT TV
DRAMATIC SERIES CANNOT BE SUCCESSFUL BOTH CREATIVELY AND COMPETITIVELY

CINCINNATI, FEB. 5 -- Mort Werner, Vice President, Programs,
NBC-TV, speaking before the Cincinnati Advertising Club today, decried
the theory that television dramatic series cannot be successful in
both a creative and a competitive sense.

Mr. Werner said, "It is nonsense to hold that the two are
necessarily incompatible, nor do I believe that the only truly creative
dramatic programs were those...during the so-called 'Golden Age' of
television."

Current television drama is dealing with sensitive themes
that were mostly ignored in the medium's early years, Mr. Werner
pointed out. He cited racial discrimination, pacifism, retarded
children, mercy killing, alcoholism, drug addiction and the problem
of unwed mothers.

Mr. Werner said many critics of dramatic series with
continuing characters overlook the advantages of such formats. "The
writer need not spend valuable minutes of his hour identifying and
delineating characters," he said. "The moment we see Richard
Chamberlain and Raymond Massey, we are instantly aware that we are in
a hospital and that we know both doctors well and we are ready to
move directly into the plot and new characterizations."

He listed distinguished writers, producers, directors and
performers who have had a hand in the network's dramatic series. "We
believe television can make its own contribution to the dramatic
experience that has been described as man's wish to examine his own
human condition," Mr. Werner said.

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NBC-2/5/64

NBC TRADE NEWS

February 5, 1964

CHAP STICK CO. RENEWS SPONSORSHIP IN 'TODAY'

The Chap Stick Company has renewed its sponsorship in NBC-TV's "Today" show for the second successive year, it was announced today by Mike Weinblatt, Director, Participating Program Sales, NBC.

The order, which represents an expansion of Chap Stick Company's 1963 participation in "Today," will concentrate on the advertising of "Chap Stick" and "Chap-ans" products through March 19.

The Chap Stick Company order was placed through Gumbinner North Co.

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NBC TELEVISION NETWORK NEWS

February 5, 1964

FILM AND STAGE STAR MAUREEN O'SULLIVAN SIGNED

AS REGULAR MEMBER OF "TODAY" CAST

Film and stage star Maureen O'Sullivan has been signed as a regular member of the cast of NBC-TV's early-morning "Today" show, it was announced today by Jerry Madden, Director of Special Projects, for NBC News.

Miss O'Sullivan will join host Hugh Downs and Jack Lescoulie on "Today" Monday, March 2. However, because she is currently starring on Broadway in the hit comedy, "Never Too Late," she will only make limited appearances during March and April. She will be on "Today" every morning (Mondays through Fridays, 7-9 a.m. NYT) starting May 4, when she leaves the play.

In announcing Miss O'Sullivan's new role on "Today," Mr. Madden said: "We are looking forward to Miss O'Sullivan's participation as a regular member of the program's cast.

"Producer Al Morgan and I feel that her wide range of interests and varied experience in all phases of the entertainment field will certainly contribute greatly to the many features presented throughout the year on 'Today.'"

Miss O'Sullivan, who has appeared in more than 80 movies, as well as on television and the stage, made her film debut at the age of 17. A native of Roscommon, Ireland, she met American film director Frank Borzage in Dublin, where he was on location filming "Song of My Heart," starring the late Irish tenor, John McCormack. Borzage was so impressed that he offered her the role of McCormack's daughter.

(more)

Miss O'Sullivan went to Hollywood to finish the film, and remained to begin a distinguished acting career. Her many movies include "The Barretts of Wimpole Street," "Anna Karenina" with Greta Garbo, "Payment Deferred," "The Big Clock," "David Copperfield," "Cardinal Richelieu," "Pride and Prejudice," "The Bishop Misbehaves," "My Dear Miss Aldrich," "Stage Mother" and six Tarzan pictures with Johnny Weissmuller.

Miss O'Sullivan made her Broadway debut in "Never Too Late" when the Sumner Long comedy opened on Nov. 27, 1962. The show has played to capacity audiences ever since. Before the Broadway role she appeared on the stage in "A Roomful of Roses" at the Drury Lane in Chicago.

Her television appearances have included two previous visits to "Today," dramatic roles on "Alcoa Presents" (in which she co-starred with Fred Astaire) and on three "Playhouse 90" productions, and appearances on NBC-TV's "Tonight" and other panel shows.

Miss O'Sullivan, a widow, was married to the late writer-producer-director John Farrow, who died of a heart attack in January, 1963. They were married 26 years and had seven children.

In addition to her theatrical career, Miss O'Sullivan has been active in civic and charitable organizations. She is a past president of the St. John's Hospital Foundation, and a member of the Los Angeles Hospital Guild, the Sisters Social Service, the Catholic Theatre Conference, the advisory board of Mount St. Mary's College, and the Jewish Home for the Aged of Los Angeles.

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NBC-New York, 2/5/64

NBC TELEVISION NETWORK NEWS

Attention, Sports Editors

NBC TO TELEVISION 'MAJOR LEAGUE BASEBALL' GAMES ON WEEKENDS DURING 1964 SEASON

"Major League Baseball" games will be televised by the NBC-TV Network on Saturdays and Sundays during the 1964 season, Carl Lindemann Jr., Vice President of NBC Sports, announced today.

NBC-TV's baseball schedule will include games on 25 weekends during the season, starting Saturday and Sunday, April 18 and 19, and continuing through Saturday and Sunday, Oct. 3 and 4. Several preemptions are likely during the season for golf and NCAA Football telecasts.

NBC-TV will televise games from the home parks of four American League teams -- Chicago White Sox, Cleveland Indians, Detroit Tigers and Minnesota Twins -- and three National League teams -- Cincinnati Reds, Milwaukee Braves and Pittsburgh Pirates. Pennant contenders in both leagues will be seen in action during the campaign.

This will be the network's eighth straight year of "Major League Baseball" coverage. The games will be televised coast-to-coast, but will not be carried by stations in major league markets or in certain other areas restricted by agreements with major league teams.

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NBC-New York, 2/5/64

NBC COLOR TELEVISION NEWS



February 5, 1964

'TONIGHT SHOW STARRING JOHNNY CARSON' TO BE GREETED BY
LOS ANGELES MAYOR YORTY AT START OF 2-WEEK COAST VISIT

- - -

Phil Harris, Danny Thomas, Other Noted Guests to Appear on Series

Mayor Samuel W. Yorty of Los Angeles will welcome "The
Tonight Show Starring Johnny Carson" for its two weeks of color
telecasts from the West Coast.

He will be a guest on the first of the NBC-TV color program's
Burbank (Calif.) originations Monday, Feb. 17.

Phil Harris will be among the guests of Tuesday, Feb. 18,
and Danny Thomas will appear on the telecast of Tuesday, Feb. 25.

Many other noted personalities will visit the Monday-through-
Friday shows (11:15 p.m. - 1 a.m. EST) during the weeks of
Feb. 17-21 and Feb. 24-28.

This will be the second annual West Coast visit for the
"Tonight Show" which usually originates in New York City.

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'HUNTLEY-BRINKLEY REPORT' NAMED FAVORITE NEWS SHOW
AND 'BONANZA' MOST POPULAR PROGRAM IN TELEVISION
POLL CONDUCTED BY SAN MATEO (CALIF.) TIMES

NBC-TV's "The Huntley-Brinkley Report" was named "Favorite News Show" and "Bonanza" was chosen "Most Popular Program" in an annual television poll conducted by the San Mateo (Calif.) Times.

The poll, supervised by Bob Foster, TV Editor of the Times, drew opinions from 1,650 viewers.

"Mr. Novak" and "Dr. Kildare" were runners-up to "Bonanza" for "Most Popular Program." Other NBC-TV programs cited by the poll were "The Jack Paar Program," "The Andy Williams Show," "Kraft Suspense Theatre," "The Lieutenant" and "The Richard Boone Show."

NBC placed four in the top 10 "Favorite TV Star (Male)" category: James Franciscus of "Mr. Novak," Richard Chamberlain of "Dr. Kildare," Lorne Greene of "Bonanza" and Bob Hope.

The equivalent category for female stars saw three NBC-TV winners: Shirley Booth of "Hazel," Abby Dalton of "The Joey Bishop Show" and Leslie Uggams of "Sing Along with Mitch."

Runner-up for "Favorite News Show" was "KRON 6:30 News," a local program of NBC's San Francisco affiliate, KRON-TV.

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NBC-New York, 2/5/64

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For March, 1964 (EST)

MONDAYS THROUGH FRIDAYS

10:30-11 a.m. -- "Merv Griffin's Word for Word"
11:30 a.m.-12 noon -- "Missing Links"
12 Noon-12:30 p.m. -- "Your First Impression"
12:30-12:55 p.m. -- "Truth or Consequences"
2-2:25 p.m. -- "Let's Make a Deal"
3:30-4 p.m. -- "You Don't Say!"
11:15 p.m.-1 a.m. -- "The Tonight Show Starring
Johnny Carson"

SUNDAY, MARCH 1

4-5 p.m. -- "Shell's Wonderful World of Golf"
5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"
10-11 p.m. -- "Britain: The Changing Guard" - special program.

MONDAY, MARCH 2

10-11 p.m. -- "Sing Along with Mitch"

TUESDAY, MARCH 3

8:30-9 p.m. -- "You Don't Say!"
10-11 p.m. -- "Our Man in Washington"

WEDNESDAY, MARCH 4

7:30-9 p.m. -- "The Virginian"

THURSDAY, MARCH 5

9:30-10 p.m. -- "Hazel"

FRIDAY, MARCH 6

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"
10-11 p.m. -- "The Jack Paar Program"

(more)

2 - NBC-TV March Color Schedule

SATURDAY, MARCH 7

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"
10-10:30 a.m. -- "The Hector Heathcote Show"
12:30-1 p.m. -- "The Bullwinkle Show"
1-2 p.m. -- "Exploring"
8:30-9 p.m. -- "The Joey Bishop Show"
9 p.m.-to conclusion -- "Saturday Night at the Movies"

SUNDAY, MARCH 8

4-5 p.m. -- "Shell's Wonderful World of Golf"
5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"
10-11 p.m. -- "Du Pont Show of the Week"

MONDAY, MARCH 9

7:30-9:30 p.m. -- "Monday Night at the Movies"
10-11 p.m. -- "Sing Along with Mitch"

TUESDAY, MARCH 10

8:30-9 p.m. -- "You Don't Say!"
10-11 p.m. -- "Bell Telephone Hour"

WEDNESDAY, MARCH 11

7:30-9 p.m. -- "The Virginian"

THURSDAY, MARCH 12

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre"

FRIDAY, MARCH 13

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"
10-11 p.m. -- "The Jack Paar Program"

SATURDAY, MARCH 14

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"
10-10:30 a.m. -- "The Hector Heathcote Show"
12:30-1 p.m. -- "The Bullwinkle Show"
1-2 p.m. -- "Exploring"
8:30-9 p.m. -- "The Joey Bishop Show"
9 p.m.-to conclusion -- "Saturday Night at the Movies"

(more)

3 - NBC-TV March Color Schedule

SUNDAY, MARCH 15

4-5 p.m. -- "Shell's Wonderful World of Golf"
5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"
10-11 p.m. -- "The Thousand-Mile Campus"

MONDAY, MARCH 16

7:30-9:30 p.m. -- "Monday Night at the Movies"
10-11 p.m. -- "Sing Along with Mitch"

TUESDAY, MARCH 17

8:30-9 p.m. -- "You Don't Say!"
10-11 p.m. -- "The Andy Williams Show"

WEDNESDAY, MARCH 18

7:30-9 p.m. -- "Hallmark Hall of Fame": "Little Moon of Alban"

THURSDAY, MARCH 19

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre"

FRIDAY, MARCH 20

7:30-8:30 p.m. -- "The American Spectacle," a special program.
8:30-9:30 p.m. -- "Chrysler Presents a Bob Hope Comedy Special"

SATURDAY, MARCH 21

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"
10-10:30 a.m. -- "The Hector Heathcote Show"
12:30-1 p.m. -- "The Bullwinkle Show"
1-2 p.m. -- "Exploring"
8:30-9 p.m. -- "The Joey Bishop Show"

SUNDAY, MARCH 22

1-4 p.m. -- NBC Opera Company: Bach's "St. Matthew Passion"
4-5 p.m. -- "Shell's Wonderful World of Golf"
5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"
10-11 p.m. -- "Du Pont Show of the Week"

MONDAY, MARCH 23

7:30-9:30 p.m. -- "Monday Night at the Movies"
10-11 p.m. -- "Sing Along with Mitch"

(more)

4 - NBC-TV March Color Schedule

TUESDAY, MARCH 24

8:30-9 p.m. -- "You Don't Say!"
10-11 p.m. -- "Bell Telephone Hour"

WEDNESDAY, MARCH 25

7:30-9 p.m. -- "The Virginian"

THURSDAY, MARCH 26

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre"

FRIDAY, MARCH 27

7:30-8:30 p.m. -- "International Showtime"
8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"
10-11 p.m. -- "The Jack Paar Program"

SATURDAY, MARCH 28

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"
10-10:30 a.m. -- "The Hector Heathcote Show"
12:30-1 p.m. -- "The Bullwinkle Show"
1-2 p.m. -- "Exploring"
8:30-9 p.m. -- "The Joey Bishop Show"
9 p.m.-to conclusion -- "Saturday Night at the Movies"

SUNDAY, MARCH 29

4-5 p.m. -- "Shell's Wonderful World of Golf"
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"

MONDAY, MARCH 30

10-11 p.m. -- "Sing Along with Mitch"

TUESDAY, MARCH 31

8:30-9 p.m. -- "You Don't Say!"
10-11 p.m. -- "Changing Matilda: the New Australia," an NBC News
special program.

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NBC-New York, 2/5/64

February 6, 1964

HUMBLE OIL TO SPONSOR NBC NEWS COLOR SPECIAL
ON 'BRITAIN: THE CHANGING GUARD'

The changing character of British society and the challenges facing its leaders in that nation's retreat from world empire will be explored in a full-hour NBC News color program, "Britain: The Changing Guard," on NBC-TV Sunday, March 1 (10-11 p.m. EST).

Joseph C. Harsch, NBC News' senior correspondent in Europe, will be the narrator. The program will be sponsored by the Humble Oil and Refining Co. (through McCann-Erickson Inc.).

George Vicas, head of NBC News' European Production Unit based in Paris, will produce this program. Vicas was producer of the highly-acclaimed NBC News special, "The Kremlin," and "Paris: A Story of High Fashion," to be telecast on NBC-TV Sunday, Feb. 16, 10-11 p.m., EST.

"Britain: The Changing Guard" will chronicle the revolutionary changes occurring in Great Britain's class structure. The story will be told through two members of Parliament, each representing a different extreme in British society.

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February 6, 1964

WBUD, TRENTON, N. J., TO BECOME
AN NBC RADIO NETWORK AFFILIATE

WBUD, Trenton, N. J., becomes affiliated with the NBC Radio Network Feb. 22, it was announced today by Tom Knode, Vice President, Station Relations, National Broadcasting Company.

The station, known corporately as WBUD Inc., joins the network on the day of WBUD's 17th anniversary.

WBUD broadcasts on an AM frequency of 1,260 kc and a power of 5,000 watts days, 1,000 watts night. WBUD also broadcasts on an FM frequency of 101.5 mc.

Richard M. Hardin is President and General Manager of WBUD. Miss Theresa Rose is Station Manager.

Mr. Knode said, "WBUD becomes the network's only radio outlet in New Jersey and it is therefore a very welcome member of the NBC Radio family."

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February 6, 1964

NBC'S CARL LINDEMANN JR., IN "TODAY" INTERVIEW, WILL
DISCUSS TV NETWORK'S SPORTS PLANS FOR COMING YEAR

NBC's sports plans for the coming year will be discussed
by Carl Lindemann Jr., Vice President, NBC Sports, when he is a guest
on NBC-TV's "Today" show Tuesday, Feb. 11 (during the 7-7:30 a.m. seg-
ment of the 7-9 a.m. EST program).

Mr. Lindemann will be interviewed by Jack Lescoulie. Among
the major events on NBC-TV's sports schedule during the year are the
Summer Olympic Games in Tokyo, the World Series, NCAA Football, three
New Year's Day bowl games, the National Open Golf Championship, the
National Singles Tennis Championships and the weekly "NBC Sports
Special" series.

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TRIBUTE TO LORNE GREENE

Lorne Greene, who co-stars as Ben Cartwright in NBC-TV's "Bonanza" color series, will receive the Brotherhood Award Feb. 20 at the First Annual Brotherhood Testimonial Dinner of the Long Beach (Calif.) Chapter, National Conference of Christians and Jews.

Greene will receive a silver medallion for "his devotion and dedication to good human relations, not only as an artist, but in his personal life as well." After accepting the award, Greene will speak on the topic, "An Actor Looks at Human Relations."

-----O-----

FILMING OF JAMES GARNER STARTED IN HOLLYWOOD FOR HIS
EMCEE ROLE IN 'INSIDE THE MOVIE KINGDOM--1964'

A Sextant crew began filming James Garner today on the MGM lot in Hollywood for his emcee role in "Inside the Movie Kingdom -- 1964." Milton Fruchtman, producer of the global report on motion-picture making today, flew out from New York to supervise personally the three-day session. The special will be presented on the NBC-TV Network Friday, March 20 (9:30-11 p.m. EST).

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NBC-New York 2/6/64

NBC COLOR TELEVISION NEWS



February 6, 1964

'ROBIN HOOD' ARCHERY PRACTICE IN N. Y. STUDIO

There is a door of an NBC studio in New York's RCA Building bearing a red-lettered sign: "Enter at your own risk! Archery contest in session." The studio is the scene of rehearsals for "Robin Hood," full-hour color TV special to be presented by the "NBC Children's Theatre" Saturday, Feb. 15 (12 noon - 1 p.m. EST). Dan Ferrone, the young actor playing the title role, and his Sherwood Forest companions are learning their archery from Joseph Daly, a skilled archer who has the role of Sir Rufus in the production.

-----O-----

ADRIAN REVERE, WHO SINGS ALONG WITH MITCH, WILL
SING ALONE AT NORWEGIAN GROUP'S N. Y. CONCERT

Adrian Revere, handsome white-mustached baritone of Mitch Miller's NBC-TV color series, "Sing Along with Mitch," (Mondays, 10 p.m. EST) will be a guest soloist for the Norwegian Singing Society when it gives its annual concert at New York's Town Hall on Feb. 22.

Revere, the only performer of Norwegian descent in Mitch's group, hails from Minneapolis. He spoke Norwegian before he could speak English and his real name is Adrian Revere Ellefson.

The amateur choral society first learned of Revere's Norwegian background when the group appeared on a taped Sing Along Segment to be seen later this season.

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NBC-New York, 2/6/64

JOHNNY CARSON TO BE GUEST OF HONOR AT FRIARS DINNER IN
HOLLYWOOD ON FINAL NIGHT OF 'TONIGHT SHOW' COAST VISIT

Johnny Carson will be guest of honor at a dinner of the Friars Club in Hollywood Feb. 28. George Jessel will be toastmaster at the gala event where Jack Benny, Groucho Marx, Martha Raye, Andy Williams, George Gobel and other headliners are scheduled to entertain.

The dinner will be held on the final evening of the two-week "Tonight Show Starring Johnny Carson" originations from Burbank, Calif. The color programs, normally telecast in New York City, will originate on the West Coast during the weeks of Feb. 17-21 and Feb. 24-28 (Mondays through Fridays, 11:15 p.m.-1 a.m. EST).

Carson's appearance at the dinner represents a switch. George Jessel, who will be his host, has frequently appeared as guest on "Tonight" during his visits to New York.

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NBC-New York, 2/6/64

NBC COLOR TELEVISION NEWS



February 6, 1964

REVISED CREDITS FOR 'THE TONIGHT SHOW STARRING JOHNNY CARSON'
- - -
NBC-TV Color Broadcast Series

Time: NBC-TV color broadcasts, Monday through Friday,
11:15 p.m. to 1 a.m. EST. (Started Monday,
Oct. 1, 1962)

Host: Johnny Carson

Origination: Studio 6B, RCA Building, New York

Format: Comedy, music, interviews, and guest stars
each night.

Announcer: Ed McMahon

Music Director: Skitch Henderson

Producer: Art Stark

Director: Dick Carson

Assistant producer: John Carsey

Commercial producer: Perry Massey

Assistant director: Stan Zapka

Writers: Roy Kammerman, Tony Stern, Walt Kempley,
Edwin Weinberger.

Senior unit manager: Joe Scibetta

Unit manager: Bill Cosmas

Talent coordinators: Sy Kasoff, Shelly Schultz, Bruce Cooper.

Assistant to
Mr. Carson: Mike Zannella

(more)

2 - 'The Tonight Show Starring Johnny Carson'

| | |
|-----------------------------------|------------------------------|
| Set designer: | Mary Weaver |
| Costumes: | Lou Brown |
| Technical director: | Ray Barrett |
| Lighting: | Herbert Greeley |
| Audio: | Robert Bugg |
| Property man: | John Day |
| Production assistant: | Nancy Heimert |
| Commercial production assistants: | Gerald Myers and Mary Masley |
| Floor manager: | John Lynch |
| Sponsors: | Various |
| NBC Press representative: | Stan Levine, New York. |

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NBC-New York, 2/6/64

RICHARD CHAMBERLAIN SCORES HIGH
IN PICTURE-IDENTIFICATION POLL

In a picture identification survey run by the Minot (N. D.) Daily News, Richard Chamberlain, star of NBC-TV's "Dr. Kildare" series ran ahead of many national figures including New York's Governor Nelson A. Rockefeller and Arizona's Senator Barry Goldwater. President Johnson was recognized most by people asked. The Chamberlain picture was included as a lark.

NBC-New York, 2/6/64

CAST AND CREDITS FOR "ROBIN HOOD," FULL-HOUR COLOR TELEVISION SPECIAL
ON "NBC CHILDREN'S THEATRE" SATURDAY, FEB. 15 (12 noon-1 p.m. EST)

DESCRIPTION: A new dramatic version of the story of Robin Hood, written and staged especially for young viewers. It will be presented in a format giving its youthful viewers frequent opportunity to participate by expressing their opinions and actively joining in the home-screen fun. The TV drama of the legendary Sherwood Forest outlaw who was extolled for his courage, skill and generosity will feature all of his equally famed followers, including Little John, his devoted lieutenant, Friar Tuck, his chaplain; and Maid Marian, his sweetheart. -- A Public Affairs presentation of NBC News.

THE CAST

| | |
|--------------------------|--------------------|
| Robin Hood | Dan Ferrone |
| Maid Marian. | Lynda Day |
| Will | Joey Trent |
| Sir Guy. | Robert Fields |
| Robin's Mother | Lois Holmes |
| Friar Tuck. | Billy Rollo |
| Little John | Jack Hollander |
| Sir Rufus | Joseph Daly |
| The Sheriff | Sorrell Booke |
| King Richard. | Jon Cypher |
| Hypatia | Bibi Besch |
| Hubert. | Christopher Tanner |

(more)

2 - Credits 'Robin Hood'

PRODUCER-DIRECTOR.Frank Pacelli

EXECUTIVE PRODUCERGeorge A. Heinemann

BASED UPON A PLAY WRITTEN BY . .Richard Kinter and Kay
Rockefeller

COSTUMES BY.John Boxer

SCENIC DESIGN.Robert Wightman

DRAMATIC ADVISERJune Reig

CONSULTING PSYCHOLOGIST.Dr. Charles Winick

POINT OF ORIGIN.NBC Studios, New York

NBC PRESS REPRESENTATIVEArthur Oppenheim (New York)

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NBC-New York, 2/6/64

February 7, 1964

NATIONAL BROADCASTING COMPANY CONTRIBUTING \$100,000
TO PHILADELPHIA EDUCATIONAL STATION WHYY

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, today announced that the NBC Board of Directors had approved a recommendation of NBC's management for a contribution of \$100,000 to educational station WHYY (Channel 12) in Philadelphia.

A check for the amount will be presented on Monday, Feb. 10, to William Goldman, President of WHYY, by Raymond Welpott, Executive Vice President in charge of NBC's Owned Stations and General Manager of the NBC stations in Philadelphia.

"We are confident that WHYY will continue to develop as an important institution in the Philadelphia area, drawing on its rich educational, cultural and intellectual resources for programming that will stimulate and benefit the community in all of these fields," Mr. Welpott commented. "As the General Manager of NBC's Philadelphia stations, which have themselves become a part of the life of this community and have sought to provide it with a responsible broadcast service, it is particularly gratifying to me to present this contribution on behalf of the National Broadcasting Company."

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WILLIAM F. STORKE ELECTED VICE PRESIDENT,
PROGRAM ADMINISTRATION, NBC-TV NETWORK

FOR RELEASE MONDAY, FEB. 10

William F. Storke has been elected Vice President, Program Administration, NBC Television Network, it was announced today by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company.

During his 16 years with NBC, Mr. Storke has held a variety of key positions in the participating program sales area, being Director, Participating Program Sales, for five years until Jan. 24. He was then named Director, Program Administration, replacing Giraud Chester who had resigned.

Mr. Storke joined NBC's Guest Relations Department in Hollywood in July, 1948. A year later, he moved to the network's Continuity Acceptance Department as a commercial editor. He moved up to Assistant Manager and Commercial Editor and in 1953, he joined NBC's sales department on the West Coast.

Transferred to New York in 1955 as a participating program salesman, he was named Administrator, Participating Program Sales, in November, 1957. In April, 1959, he was named Director, Participating Program Sales.

Mr. Storke was born in Rochester, N. Y., and educated at the University of California at Los Angeles where he received a degree in 1948. He is a Navy veteran of World War II.

Mr. Storke and his wife and their two children -- Victoria, three and a half, and Adam, one and a half, live in Manhattan.

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February 7, 1964

LEHN & FINK BUYS SPONSORSHIP IN 10 NBC-TV NIGHTTIME SHOWS

Lehn & Fink Prods. Corp. has purchased sponsorship in 10 NBC-TV nighttime programs, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The Lehn & Fink order, which spans April and May, includes "The Bill Dana Show," "Monday Night at the Movies," "Sing Along with Mitch," "Mr. Novak," "You Don't Say!" "Espionage," "Eleventh Hour," "International Showtime," "The Jack Paar Program" and "The Lieutenant."

The order was placed through Geyer, Morey, Ballard Inc.

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CHET HUNTLEY TO BE GUEST OF FUTURE FARMERS

Chet Huntley of NBC News will be guest of honor at the annual New York luncheon of the Future Farmers of American on Feb. 11. The luncheon, held by the Farm Club of New York, will be held at the Waldorf-Astoria hotel.

Huntley owns and operates a 150-acre farm near Flemington, N. J.

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NBC-New York 2/7/64



February 7, 1964

RUTH WHITE SIGNED FOR NEW 'HALL OF FAME' PRODUCTION
OF 'LITTLE MOON OF ALBAN'; COMPLETE CAST LISTED

Veteran actress Ruth White has been signed to a starring role as Shelagh Mangan, in the "Hallmark Hall of Fame" new color production of "Little Moon of Alban" Wednesday, March 18 (NBC-TV, 7:30 to 9 p.m. EST). As announced, the cast for the James Costigan drama is headed by Julie Harris and Dirk Bogarde, and Alan Webb and Liam Redmond are also starred.

The role of Dennis Walsh will be played by Stephen Brooks and of Sister Servant by Katherine Hynes. The complete cast follows:

| | |
|--------------------------|-----------------|
| Brigid Mary..... | Julie Harris |
| Kenneth Boyd..... | Dirk Bogarde |
| Dr. Clive..... | Alan Webb |
| Father Curran..... | Liam Redmond |
| Dennis Walsh..... | Stephen Brooks |
| Shelagh Mangan..... | Ruth White |
| Sister Servant..... | Katherine Hynes |
| Patch Keegan..... | Dermot McNamara |
| Sister Martha Kevin..... | Rae Allen |
| Sister Barbara..... | Mildred Trares |
| Sister Theresa..... | Nancy Reardon |

(more)

English Soldiers:

First Patient.....Jamie Ross

Second Patient.....Joseph Maher

Third Patient.....Charles C. Welch

Fourth Patient.....Dan Travanty

English Officer.....Norman Barrs

This new production of "Little Moon of Alban" will be
produced and directed by George Schaefer.

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NBC-New York, 2/7/64

February 7, 1964

SENATOR CLAIBORNE PELL OF RHODE ISLAND NOTES 1,000TH BROADCAST
OF 'TELEPHONE HOUR' WITH TRIBUTE IN THE CONGRESSIONAL RECORD

A tribute to the "Bell Telephone Hour" was entered into the Congressional Record by Senator Claiborne Pell of Rhode Island on the occasion of the program's 1,000th broadcast.

Senator Pell said: "...In my opinion, there are some outstanding examples of the use of our airwaves as a national asset rather than a debit...

"...the National Broadcasting Company will observe a distinguished anniversary, the 1,000th program of the 'Bell Telephone Hour'."

Senator Pell asked that an article from Music Journal Magazine (which carried a history and tribute to the noted radio and television series of NBC) be entered into the record. The opening sentence of the article reads: "The 'Bell Telephone Hour' is a happy marriage of showmanship and musical education."

The "Bell Telephone Hour" will celebrate its 1,000th broadcast on NBC Tuesday, Feb. 25 (color telecast, 10-11 p.m. EST).

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February 10, 1964

NBC PRESIDENT ROBERT E. KINTNER IS HONORED BY NATIONAL ASSOCIATION
OF SECONDARY-SCHOOL PRINCIPALS FOR SERVICE AND LEADERSHIP
IN BRINGING 'MR. NOVAK' SERIES TO MILLIONS OF HOMES

Robert E. Kintner, President, National Broadcasting Company, was honored with a special award by the National Association of Secondary-School Principals at their convention in Chicago, Saturday, Feb. 8, for his service and leadership in bringing to millions of American homes the dramatic story of a high school teacher and principal in the "Mr. Novak" series which is broadcast on NBC.

Also honored at the convention were E. Jack Neuman, producer of the program for MGM-Television, and actor Dean Jagger who portrays the role of Albert Vane, principal of Jefferson High School which is featured in this series.

The awards were presented by Calloway Taulbee, of Sante Fe, New Mexico, President of the association of high school principals. Grant A. Tinker, NBC Vice President, Television Network Programs, West Coast, accepted the award for Mr. Kintner. Mr. Neuman and Mr. Jagger accepted their awards in person. Mr. Jagger, a veteran Academy Award-winning actor, was made an honorary life member of the association.

"Mr. Novak" is seen Tuesdays on the NBC-TV Network
(7:30-8:30 p.m. EST).

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NBC TELEVISION NETWORK NEWS

February 10, 1964

NBC'S DAVID BRINKLEY WINS EDUCATORS' GOLDEN KEY AWARD FOR "SIGNIFICANT CONTRIBUTIONS" TO NATIONAL WELFARE

David Brinkley has been chosen the recipient of the 1964 Golden Key Award given annually by six leading educational organizations to a citizen who has contributed significantly to the national welfare. The NBC Newsman is the first member of the television industry to receive the honor.

Sharing the citation with him will be Mrs. L. Burrows Smith, a 74-year-old retired English teacher from Wilmington, N. C., who was chosen by Brinkley as the teacher who most influenced him at the formative stage of his life.

They will receive their awards, which include a \$1,000 gift to Mrs. Smith, in Atlantic City on Friday, Feb. 15, during the annual convention of the American Association of School Administrators.

This will be the ninth presentation of the Golden Key Awards. Others similarly honored have been former President Dwight D. Eisenhower, 1956; General Maxwell D. Taylor, chairman of the Joint Chiefs of Staff, 1957; Marion B. Folsom, former Secretary of Health, Education and Welfare, 1958; L. A. DuBridge, president, California Institute of Technology, 1959; J. R. Wiggins, executive editor of The Washington Post, 1960; Admiral Arleigh Burke, chief of Naval Operations, 1961; Ralph Bunche, Under Secretary of the United Nations; and Herbert L. (Herblock) Block, political cartoonist for The Washington Post.

The purpose of the Golden Key Awards is to dramatize the role of the teacher in American life and to interest young people in education as a career. The awards are sponsored by the American
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Association of School Administrators, the Council of Chief State School Officers, the National Association of Secretaries of State Teachers Associations, the National Congress of Parents and Teachers, the National Education Association of the United States, the National School Boards Association, and the Office of Education of the U. S. Department of Health, Education and Welfare.

Brinkley earned the 1964 Golden Key Award on the basis of his 20 years as an NBC News reporter and correspondent in Washington. He appears nightly on the NBC-TV Network's "Huntley-Brinkley Report," narrates the award-winning NBC News special programs produced under the title of "David Brinkley's Journal," and has served as anchor man for numerous other NBC News special telecasts, including the national political conventions and elections.

Mrs. Smith was Brinkley's English instructor at New Hanover High School in Wilmington. Of her influence on his career, Brinkley declares, "I always liked to write, but Mrs. Smith was the first one who paid any attention to it."

After a brief career in newspaper work, Brinkley moved to Washington and NBC News in 1943. Other honors he has received for his work in electronic journalism have included the Alfred I. du Pont Commentator's, the Emmy, Peabody, Sylvania, and School Bell awards.

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NBC-New York, 2/10/64

SAMUEL CHOTZINOFF, NBC MUSIC CONSULTANT, DIES

Samuel Chotzinoff, NBC Music Consultant, producer of the NBC Opera Company, and noted critic, writer and pianist, died in New York Hospital, New York City last night (Feb. 9). He was 74 years old. Mr. Chotzinoff was suffering from pernicious anemia, and was hospitalized several times this winter. (He is survived by his wife Pauline Heifetz Chotzinoff, his son Blair Chotzinoff, daughter Mrs. Anne Grossman, and a sister Mrs. Frank (Goldie) Goodrich.

Chotzinoff, born in Vitebsk, Russia, July 4, 1889, had a long and distinguished career as a pianist, writer, critic and executive before he took up the profession of opera producer in 1949.

Originally as a pianist, he accompanied such renowned artists as Jascha Heifetz, Alma Gluck and Frieda Hempel. Then he became a music critic for Vanity Fair, the New York World and later the New York Post. In 1946 he was invited to become a full time music executive at NBC and was later made General Music Director. With the growth of television Chotzinoff finally became a producer of operas.

When he was a 10-year-old boy on New York's Lower East Side -- he stopped one day and listened to the sound of piano music coming from a tenement basement. For the next few days, going to and from school, he walked slowly past the spot, fascinated by the melodies coming through the window.

Some of his classmates said the woman who lived there gave piano lessons for a small fee. This interested him considerably, and the next day he got up enough courage to ring the bell. Yes, she would be happy to teach him for only 10 cents a lesson. The boy hesitated; a dime a week was a huge sum to the boy, who four years earlier had arrived in New York with his parents from their native

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Russia. But when the woman said the same dime a week would cover the use of the piano for practicing, he agreed.

That was the beginning of Samuel Chotzinoff's musical career. He gained wide recognition as a concert pianist, accompanist, critic, commentator and radio and television executive.

It did not take long for young Chotzinoff to make his musical ability a paying proposition. He progressed rapidly, chiefly through constant self-study and practice, and it was a memorable day in his life when he acquired a piano. He was 14 then, and the piano was a cumbersome relic, but to the boy it was the grandest in the world. Boys and girls in the neighborhood were soon coming to young Chotzinoff for lessons for the standardized fee of 25 cents.

Chotzinoff "went in for culture" because, in his own words, "it was cheaper than any other form of entertainment." And, music was a real joy to him. Earning a livelihood meant tough going, but he persisted, determined to enter college. His big chance came when a dentist agreed to give him a full year's fee in advance for piano instruction to his son and daughter. Chotzinoff took several music courses during his days at Columbia University and won the praise of the music faculty.

Efrem Zimbalist, the noted violinist, was about to leave London for his first American visit, and asked a friend to inquire among Columbia music professors for assistance in selecting an accompanist. Chotzinoff was their choice. A strong friendship started, each was 21 -- and they toured together for seven years.

Later, Chotzinoff became accompanist for another world-famous violinist, Jascha Heifetz, whose sister Pauline he later married. The musicians toured together for four years.
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August, 1924, was an important time in the pianist's career, for his first published music critique appeared in that month. It was a feature-length Vanity Fair review of the world premiere of George Gershwin's "Rhapsody in Blue." Thereafter he wrote for leading magazines. In 1925, when Deems Taylor resigned as critic of The New York World, Chotzinoff took over the job. He served with The World for five years. In 1934 he joined the New York Post, continuing until 1941, when he decided to devote full time to NBC after serving several seasons as commentator for the Winter concerts of the NBC Symphony.

His affiliation with NBC goes back to 1936, when he was commissioned by Brig. General David Sarnoff, Chairman of the Board of RCA, to visit Arturo Toscanini during his semi-retirement in Italy and induce him to return to the United States to conduct a great symphony orchestra that would be created by NBC. The result of his mission is musical history. The NBC Symphony Orchestra, one of the world's most brilliant musical groups, emerged out of the plan.

Chotzinoff was the author of a novel, "Eroica," and co-author of two plays -- "Honeymoon" (written with George Backer) and "Wunderkind" (written with Gretchen Finletter), a book about his childhood "A Lost Paradise," and "Toscanini, Portrait of a Genius."

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NBC-New York, 2/10/64

ROBERT F. CONRAD APPOINTED MANAGER,
NBC-TV PARTICIPATING PROGRAM SALES

Robert F. Conrad has been named Manager, Participating Program Sales, NBC-TV, it was announced today by Mike Weinblatt, Director, Participating Program Sales, NBC Television Network.

Mr. Conrad has been a salesman in the Participating Program Sales area since he joined NBC in 1954. For five years previously he was with Maloney, Regan & Schmidt, newspaper and Sunday supplement representatives in New York City.

Mr. Conrad is a graduate of Colgate University. He and his wife, the former Ruth Sansom, live in Riverside, Conn., with their two sons.

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NBC-New York, 2/10/64

CHARLES A. HENDERSON REJOINS NBC
AS DIRECTOR, CORPORATE PROJECTS

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Charles A. Henderson has rejoined NBC with the title of Director, Corporate Projects, it was announced today by Alexander S. Rylander, Vice President, Promotion, National Broadcasting Company. Reporting to Mr. Henderson in this position will be Leonard Traube, who has been named Administrator, Corporate Projects, and H. Peter Moreau, Special Press Representative, Corporate Projects.

The Corporate Projects unit was organized early last year to plan and execute special NBC information projects of a corporate nature.

Henderson joined NBC in 1952 as publicity representative for "Victory at Sea." Later that year he was named publicity director of the NBC Film Division. In 1955, when NBC created its Exploitation Department with Rylander as Director, Henderson was selected as its manager.

In 1956 he was assigned to the NBC Radio Network's Participating Programs Department as press representative. He left NBC in 1960 to become personal public relations consultant to Matthew J. Culligan, president and chairman of Curtis Publishing Company. He comes to NBC directly from that post.

Henderson was born in Cleveland, reared in Roswell, N. M., and received his education at New Mexico Military Institute. After seven years of federal service in Washington, he entered the U. S. Army where he attained the rank of Captain, General Staff Corps, Pentagon.

After his discharge from the Army in 1946, Henderson became manager of the Atwater Kent Foundation, established by one of the foremost pioneers in the radio manufacturing industry. He worked for the foundation until January, 1952, and then came to NBC.

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Before joining NBC, Traube was Director of Information Services and Advertising for WCBS-TV, an editor and reporter for Variety, Vice President of the Earle Ferris Company, editor in chief of the Billboard, and editor of publications and historian of the International Association of Expositions.

Moreau, born in Chicago, joined the Special Forces of the Army Airborne in 1955, was trained as a paratrooper and later became a Polish interpreter at the Army Language School. There he won an appointment to the U. S. Military Academy, and as a preliminary attended the Army's Prep School in Washington, D. C., for a year, but resigned the USMA appointment to enter the Theatre Dept. at Carnegie Tech. Upon graduation, he joined NBC as a page, then worked briefly in Broadcast Operations and Control, and in May of 1963 became a spot writer in the Promotion Department.

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NBC-New York, 2/11/64

SALE OF 430 HOURS OF TV PROGRAMMING

ANNOUNCED BY NBC INTERNATIONAL

NBC International in London, Sydney, Mexico City, Tokyo and New York have tallied up sales of more than 430 hours of programming in recent contracts.

Among the negotiations was the sale of 39 "Laramie" hours in Mexico City and eight interior markets in Mexico to Corn Products (South America) through Noble & Associates, Mexico City agency.

In the same area, 32 hours of "Dr. Kildare" were sold in Honduras, 39 hours of "Bonanza" to El Salvador, Guatemala and Honduras, and a renewal of 35 hours of "Dr. Kildare" in San Juan, P. R. These sales and the Mexico City negotiation were made through NBCI's Alastair MacKenzie in the Mexican capital.

Around the world, Syrian TV bought 136 hours of programming through NBCI's Will Roland in London. Programs involved were "Dr. Kildare," "Bonanza," "Loretta Young Theatre," "The Jim Backus Show," "Watch Mr. Wizard," "Danger Is My Business," "Wild Kingdom," "Astro Boy," "Watch the World," and "King Leonardo and His Short Subjects." Also included were 35 acts in the "TVI Acts" programs, which are filmed segments of international circus performers.

NBCI's G. William Kreitner in Sydney sold 33 hours to TV Singapore, including "Celebrity Golf," "Laramie," "The Loretta Young Theatre" and 52 of the "TVI Acts" segments. In Hong Kong, 32 half-hours of "National Velvet" and 26 half-hours of "Happy" were sold.

The BBC in London, which had purchased 26 "Dr. Kildare" hours earlier in the season, ordered an additional eight hours. The series is in its third year in London. Sale was made by NBCI's Jerry Adler.

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TWW, in Wales, bought 26 half-hours of "Wisdom" from Will Roland, and through Kreitner in Sydney 39 half-hours of "Silent Service" went to Bangkok.

Tokyo's new Channel 12 bought 34 hours of "Dr. Kildare." The programs were also ordered for five other major Japanese markets.

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NBC-New York, 2/11/64

SPONSORSHIP IN 10 NBC-TV NIGHTTIME SHOWS

BOUGHT BY DR. PEPPER COMPANY

The Dr. Pepper Company has purchased sponsorship in 10 NBC-TV nighttime programs, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The order, placed through Grant Advertising, Inc., runs from June to August. The programs are "Monday Night at the Movies," "Sing Along with Mitch," "Mr. Novak," "Espionage," "Eleventh Hour," "Temple Houston," "The Jack Paar Program," "The Lieutenant," "The Joey Bishop Show" and "The Bill Dana Show."

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NBC-New York, 2/11/64

NBC PRESENTS \$100,000 CHECK TO WHY Y,
PHILADELPHIA EDUCATIONAL STATION

A check for \$100,000 was presented today to educational station WHY Y (Channel 12) in Philadelphia by Raymond Welpott, Executive Vice President in charge of NBC's Owned Stations and General Manager of the NBC stations in Philadelphia. William Goldman, President of WHY Y, accepted the check.

The check represented a contribution recommended by the management of the National Broadcasting Company and approved by the NBC Board of Directors.

The presentation was made in the studios of WRCV-TV, the NBC station in Philadelphia.

"We are confident that WHY Y will continue to develop as an important institution in the Philadelphia area, drawing on its rich educational, cultural and intellectual resources for programming that will stimulate and benefit the community in all of these fields," Mr. Welpott said. "As the General Manager of NBC's Philadelphia stations, which have themselves become a part of the life of this community and have sought to provide it with a responsible broadcast service, it is particularly gratifying to me to present this contribution on behalf of the National Broadcasting Company."

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NBC-New York 2/11/64

DAVID BRINKLEY AND TEACHER ARE SUBJECTS
OF MAGAZINE PHOTO-FEATURE STORY

A photo-feature story about NBC News correspondent David Brinkley and the Wilmington, N. C., school teacher he chose as the educator who most influenced him in the formative stages of his life is prominently featured in this week's edition of Look magazine, on the newsstands today.

The story describes the early teacher-pupil relationship between Mrs. L. Burrows Smith and Brinkley, and discloses the award to each of the 1964 Golden Key Award presented by six national educational organizations.

Mrs. Smith and the NBC Newsman will receive their awards on Saturday, Feb. 15, during the annual convention of the American Association of School Administrators, in Atlantic City, N. J.

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NBC-New York, 2/11/64



February 11, 1964

38 TV SPECIALS TO BE PRESENTED BY NBC NEWS IN COMPREHENSIVE COVERAGE
OF PRE-PRIMARY, PRIMARY, PRE-CONVENTION, AND PRE-ELECTION ACTIVITY

NBC News will present 38 television specials -- more than 27 hours -- in comprehensive network coverage of pre-primary, primary, pre-convention and pre-election activity, William R. McAndrew, Executive Vice President in charge of NBC News, announced today.

The 38 specials represent the greatest number of TV political programs ever scheduled for any election year.

Robert J. Northshield, General Manager, NBC News, will be in over-all charge of coverage, and Frank Jordan will head the NBC Elections Unit, Mr. McAndrew said.

Nine programs will be devoted to pre-primary and primary coverage. The first will be a half-hour preview of the Presidential primary in New Hampshire, Sunday, March 8 (7-7:30 p.m. EST), followed by two programs covering the New Hampshire primary returns Tuesday, March 10. The New Hampshire programs will feature live coverage from the scene of the primary and from New York. NBC News correspondents will be Frank McGee, Merrill Mueller, Sander Vanocur and Robert MacNeil.

In its effort to get returns to viewers across the country fast and accurately, NBC News will have a staff of 600 working on the returns in New Hampshire as well as a group of RCA 301 computers which will project the vote.

Primary returns from Ohio, Indiana, District of Columbia, and Alabama will be covered in a special telecast Tuesday, May 5 (11:15-11:30 p.m. EST). The West Virginia and Nebraska primaries will be covered in two telecasts Tuesday, May 12. Oregon primary returns

(more)

NBC NEWS ELECTION YEAR '64

will be reported Friday, May 15. A California pre-primary program is scheduled for Sunday, May 31, with the California primary returns to be covered Tuesday, June 2.

"Anatomy of a City," a full-hour color special with NBC News correspondent David Brinkley, will be telecast in June at a date and time to be announced. Brinkley will examine in detail one city, how it thinks politically about the coming conventions and election, and how it reached its conclusions. It will be produced by the "Brinkley's Journal" staff.

In addition to "Anatomy of a City," there will be 19 pre-convention programs on the NBC-TV Network covering 14 hours. Five daily half-hour reports with taped highlights of the Republican Platform Committee from San Francisco will be telecast Monday, July 6, through Friday, July 10. An advance hour on pre-convention activity in San Francisco will be telecast Wednesday, July 8. There will be three full-hour programs Sunday, July 12. The Republican convention in San Francisco opens next day.

"Choosing a Candidate," an hour devoted to the step-by-step method by which the Republicans chose their candidates, and how the Democrats will select their Vice Presidential candidate, will be telecast Thursday, July 30.

Turning its sights toward the Democratic National Convention, opening Aug. 24 in Atlantic City, N. J., NBC News will offer a full-hour advance program Wednesday, Aug. 19. Five daily half-hour reports with taped highlights of the Democratic Platform Committee from Atlantic City will be telecast Monday, Aug. 17 through Friday, Aug. 21. There will be three full-hour programs Sunday, Aug. 23: a special pre-convention edition of "Sunday" (4:30 to

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TUESDAY, JUNE 2

TBA -- Report on California primary returns.

JUNE (DATE AND -- "ANATOMY OF A CITY," full-hour color special
TIME TBA)

with NBC News correspondent David Brinkley.
Detailed examination of a city, how it thinks
politically about the coming conventions and
election, how it reached its conclusions.

MONDAY, JULY 6, -- Five daily half-hour reports with taped high-
THROUGH FRIDAY,
JULY 10

TBA from San Francisco.

WEDNESDAY, JULY 8

TBA -- Advance hour on Republican pre-convention
activity in San Francisco.

SUNDAY, JULY 12

TBA -- Three full-hour pre-convention programs.

THURSDAY, JULY 30

TBA -- "CHOOSING A CANDIDATE," hour-long program
devoted to step-by-step method by which
the Republicans chose their candidates,
and how the Democrats will select their Vice
Presidential candidate.

WEDNESDAY, AUG. 19

TBA -- Full-hour program in anticipation of Democratic
National Convention, opening Aug. 24 in
Atlantic City, N. J.

MONDAY, AUG. 17
THROUGH FRIDAY,
AUG. 21

TBA -- Five daily half-hour reports with taped
highlights of the Democratic Platform Committee
from Atlantic City, N. J.

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5 - Politics

SUNDAY, AUG. 23

4:30-5:30 p.m. -- Pre-convention edition of "Sunday."

5:30-6:30 p.m. -- Expanded one-hour pre-convention edition of
"Meet the Press."

TBA -- NBC News convention preview. Full-hour.

SATURDAY, SEPT. 12
THROUGH ELECTION DAY

TBA -- Nine full-hour pre-election programs to be
telecast in prime time at the rate of one
each week.

WEDNESDAY, NOV. 4

TBA -- Special NBC News program examining results
of the election and analyzing the national
mood as reflected in the voting.

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NBC-New York, 2/11/64

February 12, 1964

NBC COMPLETES LONG-TERM, MULTI-MILLION-DOLLAR AGREEMENT
FOR THE TV PREMIERES OF PARAMOUNT'S POST-1948 FEATURES
ON THE NBC TELEVISION NETWORK DURING 1964-65 SEASON

The National Broadcasting Company has announced the completion of a long-term, multi-million-dollar agreement with Paramount Television Productions (a wholly owned subsidiary of Paramount Pictures Corp.) for the television premieres of Paramount's post-1948 features on NBC-TV during the 1964-65 season.

The list of prestige films, which includes many of the most widely acclaimed attractions of the past decade, is the first important group of post-1948 films ever released to television by Paramount, last of the great motion picture studios to take this major step.

The announcement was made by Walter D. Scott, Executive Vice President in Charge of the NBC Television Network.

The films, many of which are 1955 to 1960 releases, the majority in color, will be presented on NBC-TV's "Saturday Night at the Movies" (9-11 p.m. NYT) and "Wednesday Night at the Movies" (9-11 p.m. NYT), the latter replacing the Monday night movie series in the Fall. They will feature virtually every top Hollywood star of the past decade.

"The Paramount features have long been among the most sought-after properties for network television," Mr. Scott said. "We are delighted that these major productions, reflecting Hollywood's greatest creative resources and talents, will be brought to the nationwide audience of NBC-TV during the coming season."

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The selection of NBC-TV presentations will be made from among such outstanding motion pictures as:

"Psycho" -- Tony Perkins, Janet Leigh.

"Roman Holiday" -- Gregory Peck, Audrey Hepburn.

"Teacher's Pet" -- Clark Gable, Doris Day.

"Vertigo" - James Stewart, Kim Novak.

"Sunset Boulevard" -- William Holden, Gloria Swanson.

"The Trouble with Harry" -- Shirley MacLaine, John Forsythe.

"Stalag 17" -- William Holden, Don Taylor.

"The Matchmaker" -- Shirley Booth, Tony Perkins.

"The Joker Is Wild" -- Frank Sinatra, Mitzi Gaynor.

"Funnyface" -- Audrey Hepburn, Fred Astaire.

"Gunfight at OK Corral" -- Burt Lancaster, Kirk Douglas.

"To Catch a Thief" -- Cary Grant, Grace Kelly.

"The Rainmaker" -- Burt Lancaster, Katharine Hepburn.

"Strategic Air Command" -- James Stewart, June Allyson.

"The Bridges at Toko-Ri" -- William Holden, Grace Kelly.

"The Desperate Hours" -- Humphrey Bogart, Fredric March.

"A Place in the Sun" -- Elizabeth Taylor, Montgomery Clift.

"Sabrina" -- Audrey Hepburn, William Holden, Humphrey Bogart.

"Desire Under the Elms" -- Sophia Loren, Tony Perkins.

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"War and Peace" -- Audrey Hepburn, Henry Fonda.

"My Favorite Spy" -- Bob Hope, Hedy Lamarr

"It Started in Naples" -- Clark Gable, Sophia Loren.

"The Delicate Delinquent" -- Jerry Lewis, Darren

McGavin.

"Wild Is the Wind" -- Anna Magnani, Anthony Quinn.

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NBC-New York, 2/12/64

NBC TRADE NEWS

February 12, 1964

DRACKETT COMPANY BUYS SPONSORSHIP IN 7 NBC-TV NIGHTTIME SHOWS

Purchase of sponsorship in seven NBC-TV nighttime programs by The Drackett Company was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The programs are "Monday Night at the Movies," "Sing Along with Mitch," "Espionage," "Temple Houston," "International Showtime," "The Jack Paar Program" and "The Lieutenant."

The Drackett order, which runs from February through June, was placed through Young & Rubicam.

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NBC TRADE NEWS

February 12, 1964

COLGATE-PALMOLIVE RENEWS SPONSORSHIP IN 'THE DOCTORS'

The Colgate-Palmolive Company's renewal of its sponsorship in the NBC-TV daytime series, "The Doctors," was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

The renewal begins the week of March 30. "The Doctors," a Monday-through-Friday series (2:30-3 p.m. EST), stars James Pritchett, Ann Williams, Scott Graham and Fred J. Scollay in a series of hospital dramas.

The series is telecast live from New York and is packaged through Easterly Productions. The Colgate-Palmolive order was placed through Ted Bates & Co.

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NBC TELEVISION NETWORK NEWS

February 12, 1964

"NBC WHITE PAPER" WILL STUDY PERSPECTIVE OF THE MANY ASPECTS OF ADAM CLAYTON POWELL'S CAREER

Representative Adam Clayton Powell (D.-N.Y.) will be the subject of an "NBC White Paper" telecast Thursday, March 12 (7:30 to 8:30 p.m. EST).

Powell, often called the chief political representative of the Negro, will be seen in Washington in his duties in Congress, where he is chairman of the House Labor and Education Committee; in Europe; at his home in Puerto Rico; in Harlem, where he is pastor of the largest Negro church in the world, the Abyssinian Baptist Church; and as a New York City political leader.

The "NBC White Paper" on Adam Clayton Powell is a presentation of Creative Projects, NBC News, with Irving Gitlin as executive producer. The program will be produced by Al Wasserman and directed by Arthur Zegart. Wasserman and Zegart are the writers. It will be reported by Chet Huntley.

Executive producer Gitlin said: "We consider Adam Clayton Powell one of the most powerful and influential Negroes in the United States today, and our examination of him will attempt to place in perspective the many aspects of his highly controversial career."

Producer Wasserman commented, "This program will look at Mr. Powell not only as an individual, but also in relation to the larger question of what he stands for and what he means to the Negro movement in both the North and the South. In the North, where the Negro has had basic rights for many years, the emphasis is more on what is done with these rights, rather than securing them. Consequently, focus on the

(more)

political arena is of major significance, and through a political leader like Powell, our program will try to give insight into the attitudes, direction and values of the Negro today...particularly the urban Negro."

As producer Wasserman's cameras follow Powell in the many different environments and settings, the program will look at some of the reasons why he has been in power for so long, and some of the attractions which Powell has for his constituency.

As part of the report, Powell will reminisce about his 19 years in Congress, and the many changes in race relations which he has witnessed during this time.

NBC-TV PROGRAM HIGHLIGHT MARCH 12

NBC WHITE PAPER -- An examination of the many aspects of Adam Clayton Powell's career, including his duties as a Congressman and chairman of the House Labor and Education Committee; as pastor of the Abyssinian Baptist Church in New York's Harlem, and as a New York City political leader. Chet Huntley is the reporter.

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NBC-New York, 2/12/64

NBC TRADE NEWS

February 12, 1964

'JOHN F. KENNEDY: A SELF-PORTRAIT'--NEW TWO-RECORD CAEDMON ALBUM
OF LATE PRESIDENT'S OWN COMMENTARY IN HIS LAST FOUR YEARS
--IS DRAWN PRIMARILY FROM NBC NEWS TAPES

"John F. Kennedy: A Self-Portrait," a comprehensive new two-record album presenting a historic commentary in the late President's own voice of the last four dynamic years in his life, has been produced by Caedmon Records, drawn primarily from NBC News tapes.

The new album, which goes into national release today, is composed largely of archives on the late President provided from NBC News' extensive coverage of this historic period. As the largest single producer of television programs in the world, NBC News' file on contemporary figures is virtually unparalleled in broadcasting.

Marianne Mantell, co-owner of Caedmon Records with Barbara Holdridge, edited a pile of tapes five feet tall from which she selected the material for the records. With spoken introduction by poet Carl Sandburg, the two discs represent the momentous last four years -- from his first announcement of his candidacy in 1960 to his last speech, delivered in Fort Worth just before his assassination in Dallas.

Book of the Month Club has acquired a substantial pressing of the album for its membership as a special February dividend.

Mrs. Mantell said that President Kennedy's recorded remarks required extensive study and research, at NBC News and elsewhere, for her to select a representative collection. The result is a revealing continuous "self-portrait" in his own words, reflecting times of

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crisis and high drama as well as moments of relaxation and informality.

The album is not merely a selection from speeches, but is a running commentary of related events, one moving eloquently to the other in such a manner as to present an accurately-conceived account of his dynamic personality and of the full, exciting "new frontier" he created.

The highlights in the two records (Caedmon TC 2021) include some of his key speeches during his candidacy for the Presidency -- including excerpts from the Kennedy-Nixon debates, the inspiring inaugural ceremony which included Robert Frost reading his own poem; his first State of the Union message; his speeches about the Bay of Pigs affairs and the crisis in Berlin; President Kennedy's moving tribute to Dag Hammarskjold at the United Nations; speeches on Medicare, science, labor, the arts, outer space and the Cuban missile buildup, and his television address to the nation after two Negro students were admitted to the University of Alabama; his third State of the Union address, the widely-acclaimed speech in West Berlin and his last major address. The pressings are banded for easier reference.

A percentage of the proceeds received from sales of the records will be paid by Caedmon to the recently-created national monument to the late President, the John F. Kennedy Center for the Performing Arts in Washington.

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NBC--New York, 2/12/64

NBC-TV NETWORK PROGRAM

EDUCATORS HAIL 'HALL OF FAME' PRODUCTION
OF 'ABE LINCOLN IN ILLINOIS'

More than 500 educators around the country attended a closed-circuit advance screening of NBC-TV's "Hallmark Hall of Fame" color presentation, "Abe Lincoln in Illinois."

The preview was shown Feb. 1, four days before the program was telecast on the network. Reports from NBC-TV affiliate stations, where teachers saw the screening, revealed high praise from the educators.

"Many said they (teachers) were going to assign the program as required (study)," was the report from KOA-TV in Denver.

Jack P. Brizzi of John Hay High School, Cleveland, saw the preview in the studios of KYW-TV and commented, "I was quite impressed by the way the play was adapted to television. The necessary cutting was accomplished while retaining the flavor of Sherwood's play..."

Another Cleveland teacher termed the program "one of the finest pieces of drama I've ever seen on television" and a third instructor said the program "is worth 100,000 written words."

A total of 117 teachers and administrators attended the screening at KPRC-TV in Houston. At KARD-TV in Wichita, an overflow crowd of 50 teachers prompted the station to set up a color TV set in a vacant studio. A question-and-answer session followed.

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NBC-New York 2/12/64

February 13, 1964

NBC NEWS AND PUBLIC AFFAIRS PROGRAMS SOLD OVERSEAS IN 1963
ACCOUNTED FOR MORE THAN 10% OF ALL TV SHOWS SOLD
ABROAD LAST YEAR BY NBC INTERNATIONAL
22% Gain Registered Over 1962 Sales in This Category

NBC News and Public Affairs TV programs sold overseas in 1963 accounted for more than 10 per cent of all programs sold abroad last year by NBC International, and represented an increase of 22 per cent over 1962 sales in this category, it was announced today by Joseph M. Klein, President of NBC International.

The principal reason for this jump in sales lies in the increasing acceptance and popularity of news and documentary programs, and the increase in the number of this type of program available abroad, Mr. Klein said.

NBC News has stepped up its programming activities in the past six years by about 70 per cent, as well as doubling its world-wide staff -- approximately 800 people are employed today by NBC News around the world.

Two of the most popular NBC Programs sold overseas last year were the two critically acclaimed NBC News specials, "The Tunnel" and "The Kremlin." Both programs were seen in Argentina, Belgium, Holland, Denmark, Sweden, Mexico, Japan, Australia and the United Kingdom. Additionally, "The Tunnel" was seen in Africa, Chile, Ecuador, Peru and Colombia. Other countries which saw "The Kremlin" were Italy, Germany, Norway, Switzerland, Finland and France and the colony of Hong Kong.

(more)

NBC Special Projects, which produces NBC "Project 20" programs, was also widely represented abroad last year. The two half-hour color programs depicting the birth, teachings and Resurrection of Christ through great paintings -- "The Coming of Christ" and "He Is Risen" -- were each seen in 11 countries. A number of these were repeat orders for "The Coming of Christ," which had originally been made available by NBC International the year before.

NBC International salesmen abroad also reported extensive sales of NBC Special Projects' "The World of..." programs last year. "The World of Jacqueline Kennedy" was shown in 11 countries (two of which repeated it later). Others in this series shown widely overseas were the "Worlds" of Maurice Chevalier, Darryl F. Zanuck and Sophia Loren.

Other NBC News programs which were substantial overseas sellers included "The River Nile" (sold in 12 countries and repeated in two), "Polaris Submarine: Journal of an Undersea Voyage" (nine countries), and "Vincent Van Gogh: A Self-Portrait" and "Shakespeare: Soul of an Age" (six countries each).

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NBC-New York, 2/13/64

NBC COLOR TELEVISION NEWS



February 13, 1964

1,000 REASONS TO CELEBRATE

Stars to Sing and Dance on 'Telephone Hour' Anniversary Show

Music from the theatre, concert hall, ballet and movies will be performed by the all-star cast on the 1,000th program of NBC-TV's "Bell Telephone Hour" in color Tuesday, Feb. 25 (10-11 p.m. EST). Stars already announced for the full-hour program are Shirley Jones, Jack Cassidy, Robert, Gaby and Jean Casadesus; Maria Tallchief and Nicholas Magallanes, Count Basie and Barbara McNair. Donald Voorhees conducts the Bell Telephone Orchestra.

Shirley Jones will open the program with a medley of Jerome Kern songs -- "The Night Was Made for Love," "Cleopatra," "Long Ago and Far Away," and "Look for the Silver Lining."

Count Basie and his orchestra, with Barbara McNair as vocal soloist, will offer "This Could Be the Start of Something Big," "I Enjoy Being a Girl," "All of Me" and "I'm Gonna Sit Right Down and Write Myself a Letter."

Maria Tallchief, Nicholas Magallanes and members of the New York City Ballet Company will dance George Balanchine's "Allegro Brillante." The music for this ballet is the first movement of Tchaikovsky's uncompleted Third Piano Concerto. (more)

Shirley Jones is joined by Jack Cassidy for "I Met a Girl," "Gigi" and "You Are Love." This will be followed by a nostalgic look back at the "Bell Telephone Hour" radio programs.

Robert Casadesus will play a piano solo, the finale of Beethoven's "Appassionata" sonata. Robert, Gaby and Jean Casadesus will be joined by Donald Voorhees and the Bell Symphony Orchestra for the third movement of Bach's "Concerto in D Minor" for three pianos and orchestra.

The "Bell Telephone Hour" is a production of Henry Jaffe Enterprises, with Barry Wood as executive producer.

-----NBC-TV PROGRAM HIGHLIGHT FEB. 25-----

BELL TELEPHONE HOUR: Full-hour color program celebrates the 1,000th broadcast of the series on radio and on television. Guest stars Shirley Jones; Jack Cassidy; Count Basie; Barbara McNair; Robert, Gaby and Jean Casadesus; Maria Tallchief and Nicholas Magallanes. Donald Voorhees conducts the orchestra. (Color)

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NBC-New York, 2/13/64

February 13, 1964

TV PROP MAN'S COLORFUL TASK

The problem is not renting 12 pot-bellied stoves. The problem is returning them after they've been painted a bright pink.

With this, Ted Reisig, unit prop man at NBC, pinpointed a new dimension color television has brought to the TV prop man.

"The designer on a color show is usually never satisfied with the color of a prop," he said. "We rent 10 violins, he paints them white so they'll look better. So then we end up buying 10 violins."

Reisig discussed this recently at NBC's 18th Street studio, an ornate brick building filled with two floors of TV props (such as a stuffed raccoon, a wooden trout once thrown into the audience at a Milton Berle show, a duffel bag lettered "STOLEN MONEY" once used on the "Tonight Show").

Among the items are examples of props unique to color TV: a group of orange school desks, and a pile of red, white, blue and yellow cane fishing poles.

"When I rent a prop and leave it on the set, I've got to watch so the designer doesn't paint it green," said Reisig.

However, Reisig and his prop colleagues are not taking this color wave unprepared. He explained, "We've got a rubberized, spray-on solution that we coat props with; props we've rented that must be painted some bright color. After we spray the object, we paint it whatever color the designer needs. When we're through with it, we just peel off the rubber compound and the prop is the same color as when we rented it."

(more)

Reisig has been a prop man 10 years. He has worked on shows starring Berle, Perry Como, Jonathan Winters, Jack Paar and Johnny Carson.

"We had a tough time a few years ago getting a bird for Como," he recalled. "They wanted a white bird to sit on his shoulder as he sang. I bet we auditioned more than a dozen birds before we found one Perry was comfortable with and one that took to Perry. He was called Snowflake and he earned \$100 a week."

For an upcoming Jonathan Winters special (Feb. 20, 7:30 to 8:30 p.m. EST), Reisig procured a rocking chair. Winters was to flop into the chair during a skit. All went well until the taping of the show when Winters flopped and the rocker splintered to pieces.

Reisig and his prop colleagues have never been stumped in obtaining a prop. "Sometimes, because some producer makes a last minute request, we don't come up with exactly what he wants, but we've never failed to produce an odd prop."

"See this cannon?" Reisig said, pointing to a life-size, spoke-wheeled weapon. "We made this in our carpentry shop."

The cannon was a respectable dark brown color. "They'll probably paint it purple some day," he noted.

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NBC-New York, 2/13/64

NBC RADIO NETWORK NEWS

February 13, 1964

WILLIAM K. McDANIEL WILL ACCEPT "BEST MUSIC SHOW" AWARD
FOR NBC RADIO'S "TOSCANINI--MAN BEHIND THE LEGEND"

William K. McDaniel, Executive Vice President in charge of the NBC Radio Network, will accept the Radio Daily Poll Award to "Toscanini -- the Man Behind the Legend" on its broadcast Wednesday, March 4 (NBC Radio Network except WNBC 9:09-10:00 p.m. EST and Sunday, March 8 (WNBC only 11:10 p.m.-12:05 a.m. EST). The series was chosen in the annual poll as the Best Music Show of 1963 on radio.

The interview guest for this program will be the Dutch-American composer-teacher, Bernard Wagenaar, whose second symphony was introduced by Toscanini with the New York Philharmonic Symphony Orchestra in 1932. Music on the program will be taken from the works of Luigi Cherubini. Selections include the "Anacreon Overture" and the "Symphony in D."

NBC RADIO PROGRAM HIGHLIGHT

TOSCANINI -- THE MAN BEHIND THE LEGEND:

William K. McDaniel, Executive Vice President in charge of NBC Radio Network, will accept "Best Music Show" award to the program. Composer Bernard Wagenaar will discuss his association with Toscanini dating back to 1932. Music of Cherubini featured.

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CAST AND CREDITS FOR 'JONATHAN WINTERS PRESENTS: A WILD WINTERS NIGHT'

Time: NBC-TV Thursday, Feb. 20, 7:30-8:30 p.m. EST

Program: "Jonathan Winters Presents: A Wild Winters Night"

Stars: Jonathan Winters, Art Carney, New Christy Minstrels, Maude Frickert

Description: Improvised humor and song lyrics featuring instant characterizations, a 100th birthday party celebration, and a few surprises

Songs by New Christy Minstrels: "Today," "Saturday Night," "Green, Green," "Denver," "Rovin' Gambler," "Alouette" and "Michael, Row Your Boat"

Producer: George Schlatter

Executive producer: George Spota

Director: Dwight Hemion

Music director: Skitch Henderson

Associate director: Enid Roth

Writers: Phil Shuken, Pat McCormick, Jim Lehner, Maude Frickert

Technical Director: Heino Ripp

Stage managers: Ralph Douglas, James Bess

Casting: Arthur Willi

Assistant to producer: Tom Corcoran

Production assistants: Judy Francis, Geri Maxwell

Unit Manager: Phil Melillo

Set Designer: Charles Rosen

Costumes by: Lewis Brown

Property man: Theodore Reisig

Lighting directors: Philip Hymes, William Klages

Animation photography: Martell

(more)

Sculpture by McCann

Produced by: Wintergood Productions in association with
Martin-Goodman Productions.

(Preempts "Temple Houston")

* * *

Sponsors: Elgin National Watch Co.; Scripto

Agency: McCann-Marschalk

Point of Origin: NBC Studios, New York

NBC Press representative: Hal Bender, New York.

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NBC-New York, 2/13/64

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York, N. Y. 10020

2-X-H

February 14, 1964

STAFF OF MORE THAN 600 TO PARTICIPATE IN NBC NEWS' UNPRECEDENTED
STATEWIDE OPERATION FOR TV AND RADIO COVERAGE OF
NEW HAMPSHIRE PRESIDENTIAL PRIMARY

FOR RELEASE MONDAY, FEB. 17

NBC News will use a staff of more than 600 in an unprecedented statewide operation to cover the 1964 New Hampshire Presidential primary, Robert Northshield, General Manager of NBC News, announced today.

Northshield, who is supervising NBC's entire political coverage this election year, said the number of NBC Newsmen, tabulators and technicians working on the New Hampshire election is the largest ever assembled by a network news organization for a primary election. All 302 polling places in the state will be manned by one or more NBC reporters.

Chet Huntley, David Brinkley, Frank McGee, Sander Vanocur, Merrill Mueller and Robert MacNeil will be the key NBC News correspondents reporting this first-in-the-nation primary on the NBC-TV Network Tuesday, March 10. Two special programs will be presented that night, from 8:30 to 9 p.m. EST and from 11:15 to 11:30 p.m. EST. In addition, there will be bulletins throughout the evening.

A preview of the primary will be presented in a special program on NBC-TV Sunday, March 8 (7-7:30 p.m. EST). The coverage March 8 and March 10 will be produced by Chet Hagan.

The full coverage of the New Hampshire election will launch NBC News' extensive schedule of 38 television specials -- totaling more

(more)

than 27 hours -- on pre-primary, primary, pre-convention and pre-election activity. The 38 specials represent the greatest number of TV political programs ever scheduled for any election year.

NBC already has established a special NBC News Election Headquarters in downtown Manchester, N. H. This large building, formerly occupied by the Manchester Savings Bank, will house a tabulating center and television and radio studios.

The staff of more than 600 to gather, tabulate and report returns represents about one member for each 200 Republicans expected to vote in the primary. More than 200 of the poll reporters will be members of the New Hampshire League of Women Voters.

Poll reporters will phone totals to NBC News Election Headquarters in Manchester, where 100 persons, using a data flow system, will tabulate the results. The vote-gathering and tabulating operation will be under the direct supervision of Frank J. Jordan, Manager of Election Planning, who will be assisted by Ed Edwin, NBC political consultant.

An important feature of the coverage will be the first use in a primary election of RCA 301 computers to project the Republican Presidential vote. These early projections will be done in the RCA Computer Center in Camden, N. J.

McGee in the NBC News Election Headquarters in Manchester, and Huntley in NBC's New York studios, will report and interpret the returns. Huntley also will analyze the computer projections. Brinkley, in NBC's Washington studios, will discuss the significance of the New Hampshire primary in the coming political campaigns.

Vanocur will report the political activity of all Presidential candidates in New Hampshire from the state news center in Concord, where many of the candidates are expected to make appearances on primary
(more)

night. MacNeil will report from Goldwater headquarters in Concord and Mueller from Rockefeller headquarters in Concord.

The NBC News coverage on the NBC Radio Network also will originate in the Manchester studios, and will be produced by James L. Holton. The radio programming, like the television coverage, will include remote pickups from the state news center and the leading candidates' headquarters.

Although there are no candidates in the Democratic Presidential primary in New Hampshire, NBC News will report any significant developments in write-in votes.

NBC News, which has pioneered in the speedup of covering election returns, expects to report the New Hampshire totals faster than ever before. In the New York City mayoralty primary in 1961, NBC News put reporters in the political clubhouses for faster gathering of returns, thus changing a half-century-long system of relying on the collaboration of wire services and the New York police. The clubhouse system of coverage was designed and established by Ed Edwin.

Carrying the coverage method a step farther in the 1961 general elections, NBC News assigned reporters to a large number of polling places in New York City and got substantial results within a few minutes after the polls closed.

The system was expanded in the Kentucky gubernatorial election last November when NBC News, employing a staff of more than 700, manned each of the 493 polling places in Jefferson County, the state's largest county, and also staffed each of Kentucky's other 119 counties. This operation, which Frank Jordan headed, proved so efficient that the winner in the gubernatorial race was reported less than two hours after the polls had closed.

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NBC-New York, 2/14/64

NBC TELEVISION NETWORK NEWS

NBC SIGNS ANDY WILLIAMS AND JONATHAN WINTERS TO LONG-TERM CONTRACTS

Stars Will Appear in Series of Monday Night

Variety Shows on NBC-TV Next Season

FOR RELEASE MONDAY, FEB. 17

Andy Williams and Jonathan Winters have been signed to long-term contracts by the National Broadcasting Company and will appear in a series of Monday night variety shows next season on NBC-TV, it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

Williams will do a color series from Burbank, Calif., for broadcast Mondays from 9 to 10 p.m. NYT during the 1964-65 season.

Winters will do six specials in this same time period throughout the season and, in addition, will make six to eight guest appearances on Williams' show.

Currently, Williams is doing a series of 12 one-hour color variety shows on NBC-TV (Tuesdays, 10-11 p.m. NYT). In a recent poll taken by Radio-Television Daily, Williams was named television's "Man of the Year," "Vocalist of the Year (Male)" and his program was chosen "Musical Show of the Year."

Williams, who began his showbusiness career as an eight-year-old soprano in Wall Lake, Iowa, has advanced rapidly in recent years with numerous specials on NBC-TV, a dramatic debut two seasons ago on "The Dick Powell Theatre" and a Summer stock lead in "Bye, Bye, Birdie." He has signed a long-term motion picture contract with

(more)

Universal Pictures and has just completed the Ross Hunter production of "I'd Rather Be Rich," with Sandra Dee.

Jonathan Winters, now on the Academy Awards nomination list as "Best Supporting Actor" for his role in "It's a Mad, Mad, Mad, Mad, World," will star in his first special on NBC-TV Thursday, Feb. 20 from 7:30-8:30 p.m. EST, titled "Jonathan Winters Presents: A Wild Winters Night."

This season Winters is making a series of 10 appearances on "The Jack Paar Program" on NBC-TV (Fridays, 10-11 p.m. EST). One of television's most creative comedians, Winters has made guest appearances on many television variety programs. He did a comedy show as a Summer replacement for George Gobel in 1955, and during the 1956-57 season had his own show on NBC-TV.

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NBC--New York, 2/14/64

NBC NEWS WRITER AND CAMERAMAN TO BE PANELISTS
AT CONFERENCE ON NEWSFILM STANDARDS

An NBC News writer and a cameraman will be panelists at a newsfilm standards conference for radio and TV newsmen from around the nation at the headquarters of Time-Life, Inc., in New York Feb. 29 and March 1.

Patrick Trese, a writer on NBC-TV's Monday-through-Friday "Huntley-Brinkley Report," will speak on the writer's role in TV news film programs. Robin Still, an NBC News cameraman, will describe the lensman's point of view.

Robert Shafer, news director of NBC's owned station in Philadelphia, WRCV-TV, will be chairman of the conference, to be held under auspices of the Radio-TV News Directors Association and Time-Life Broadcast, Inc.

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CORRECTION, PLEASE

In a story on "Toscanini -- the Man Behind the Legend" in the NBC Daily News Report released Feb. 13, it was stated that an award to the series as the Best Music Show on radio in 1963 was being presented by Radio Daily. The correct name of the publication is Radio-Television Daily.

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NBC-New York, 2/14/64

February 14, 1964

HOW PRODUCER FRUCHTMAN HURDLED TABOOS IN
SHOOTING SCENES WITHIN THE MOVIE KINGDOM

Before shooting "Inside the Movie Kingdom -- 1964," producer Milton Fruchtman invested \$80,000 perfecting camera equipment specifically designed to eliminate noise.

The 90-minute special, with James Garner as host, will be presented on the NBC-TV Network Friday, March 20 (9:30-11 p.m. EST).

"We were determined to tell the entertaining story of how motion pictures are made," Fruchtman explains. "Literally, we wanted to look over the director's shoulder while a scene was being shot."

Directors are worried enough about the camera in front of them, let alone being concerned about one whirring behind. This is why most studios are against permitting crews on the set while a motion picture is being shot -- and the reason why very little acceptable footage of actual movie-making has ever appeared on television.

When his special equipment was ready, Fruchtman contacted the producers of all motion pictures being filmed the past year. This included such multi-million-dollar productions as "The Fall of the Roman Empire," starring Sophia Loren and Stephen Boyd; "Circus World," with John Wayne and Claudia Cardinale; "The Visit," starring Anthony Quinn and Ingrid Bergman; and "The Unsinkable Molly Brown," with Debbie Reynolds.

"I asked them for a chance to bring my equipment on their sets for one day," Fruchtman says. "If we bothered them in any way, we promised to leave immediately."

(more)

The first test of the special equipment came in Paris, where one of Fruchtman's crews filmed the making of "Behold the Pale Horse" starring Gregory Peck. Director Fred Zinneman watched the "Inside the Movie Kingdom" crew warily the first day. After the equipment passed that test, the director gave the TV crew complete freedom. They remained for two weeks.

"After the experience with Zinneman our crews had no problems," Fruchtman says. "We were permitted to invade the sets and locations of 14 of the most important films being made."

The TV special, produced by Sextant, Inc., will star more than 70 international entertainment figures.

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NBC-New York 2/14/64

February 17, 1964

NBC-TV'S THREE-HOUR PROGRAM ON CIVIL RIGHTS ISSUE,
"THE AMERICAN REVOLUTION," WINS HIGH PRAISE
OF AMERICAN CIVIL LIBERTIES UNION

"The American Revolution," NBC-TV's unprecedented three-hour examination of the civil rights issue, has been commended by the American Civil Liberties Union as "one of television's finest educational presentations of the civil rights crisis."

A letter to Robert E. Kintner, President of NBC, from Ernest Angell, Chairman of the Board of Directors of the ACLU, and John de J. Pemberton Jr., Executive Director of the Union, stated that in dealing with a problem as complex and as sensitive as civil rights "it is vitally important that all media of public information report and interpret the struggle for equal rights with depth, honesty and a keen awareness of the historical factors involved.

"We are happy to say to the National Broadcasting Company that 'The American Revolution' admirably adhered to these high standards."

"The American Revolution," the first three-hour planned news special in network television, was telecast Sept. 2, 1963. Frank McGee was the anchorman of the NBC News program, which was co-produced by Robert Northshield and Chet Hagan.

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NBC TRADE NEWS

February 17, 1964

GRAPHIC ARTS BY NBC-TV SALES PLANNING ART DEPARTMENT STAFF WILL BE EXHIBITED IN NEW YORK GALLERY

An exhibition of graphic arts by the staff of the NBC Television Sales Planning Art Department will be presented at Gallery 303 at 130 West 46th Street, New York, March 30 through April 22. A preview will be held March 26, 5 to 7 p.m.

Sponsored by The Composing Room, a leading New York typographer, the Gallery will show booklets, books, folders, announcements, sales presentations and other graphics and design for NBC television sales.

Bob Greenwell is the Art Director of the NBC department. Robert Staples is Assistant Director, and Stan Stubenberg and Frank Cataldo are staff designers.

The work to be exhibited ranges from the fine art of Leonard Baskin and Henri Cartier-Brisson to paper pop-gun announcements, antique posters, and election books printed for newsstand sale. Also to be shown are cartoons based on various combinations of printing type.

In addition to the upcoming exhibit, the NBC Sales Planning Art Department is featured in a 20-page article in the current edition of the Japanese graphic arts quarterly magazine, IDEA.

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Distributed as a service to the Broadcasting Industry by the NBC
Press Department

MEMBERSHIP OF 1964 HALL OF FAME AND AWARD COMMITTEE
OF BROADCAST PIONEERS IS ANNOUNCED

The composition of the 1964 Hall of Fame and Award Committee of the Broadcast Pioneers was announced today by Ernest Lee Jahncke, Jr., President of the Broadcast Pioneers, and Vice President, Standards and Practices, National Broadcasting Company.

Robert Coe, Vice President, ABC-TV Network, is the Committee Chairman; Carl E. Lee, Executive Vice President and General Manager of television station WKZO, Kalamazoo, Mich.; and Paul Mowrey, broadcasting consultant, comprise the Committee. Messrs. Coe, Lee and Mowrey are members of the Board of Directors of the Broadcast Pioneers.

The Hall of Fame Award will be presented during the NAB convention at the Broadcast Pioneers Awards Banquet at the Hilton Hotel in Chicago, Tuesday, April 7.

Anyone in broadcasting or an allied field may submit nominations for the Hall of Fame Award. The purpose of the award is to acknowledge achievement and service in building and advancing the art of broadcasting. Those nominated must have been deceased at least two years before the election at the annual Pioneers meeting.

All nominations must be accompanied by a brief biography of the candidate and should be sent to Mr. Coe at the American Broadcasting Company, 7 West 66th Street, New York City.

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NBC-New York, 2/17/64

DOUBLE TRIBUTE

David Brinkley and His High School English Teacher Receive Golden Key Awards at School Administrators' Convention

David Brinkley and his high school English teacher, Mrs. L. Burrows Smith of Wilmington, N. C., received the 1964 Golden Key Awards at the annual convention of the American Association of School Administrators in Atlantic City, N. J., on Feb. 15.

The awards are given annually by six national educational groups to an outstanding citizen and the teacher he selects as having exerted the most influence on him during the formative stages of his life.

In his acceptance speech before 5,000 educators and guests, Brinkley said Mrs. Smith is "an ornament to her profession" and her profession "is an ornament to organized society." The NBC Newsman criticized materialism and commercialism in American society, and declared that teaching "ought to be the proudest profession in our society." He said, "The test should not be how much money you can make, but what you can be and what you can do."

The Golden Key citation to Brinkley commended him "because, through a style of comment that combines perception and wit, you set high standards for your profession and focus the American people's attention on their problems and their foibles." It was based on his 20 years of service with NBC News as a reporter, on NBC-TV's "Huntley-Brinkley Report," on "David Brinkley's Journal" and anchor man on numerous NBC News special programs and coverage of the national political conventions and general elections.

At a news conference preceding the awards presentation, Mrs. Smith reminisced about Brinkley's school days. He was always an individualist, she said, and had many of the same qualities then that he now displays.

(more)

2 - Double Tribute

"The twinkle in the eye and the humor were always there," said Mrs. Smith. "And he could coin what I now call 'Brinkleyisms.'" She also recalled that he had written a good essay on "Moby Dick" and a humorous profile of a salesman that had impressed her.

Mrs. Smith's citation read, "Because, throughout 35 years of teaching, you challenged young people not only to learn but also to be creative, honest, and observant of the world about them, we six national organizations representing parents, teachers, and other citizens present this tribute key."

Mrs. Smith also was awarded \$1,000 -- which Brinkley, amid the ovation that followed his speech, almost forgot to present to her.

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NBC-New York, 2/17/64



February 17, 1964

CORRECTIONS FOR NBC-TV NETWORK MARCH COLOR BROADCAST SCHEDULE

Tuesday, March 10

8:30-9 p.m. Kill: "You Don't Say!" Program will be pre-empted on this date by a special NBC News program on New Hampshire primary, to be telecast in black and white.

11:15-11:30 p.m. Kill: This portion of "The Tonight Show Starring Johnny Carson." This 15-minutes will be pre-empted by a special NBC News program on New Hampshire primary, to be telecast in black and white.

February 18, 1964

BOB HOPE'S OUTSTANDING TV SERIES, FULLY SPONSORED
BY CHRYSLER, WILL CONTINUE AS WEEKLY COLOR
PRESENTATION ON NBC-TV in 1964-65

Bob Hope's outstanding television series, fully sponsored by the Chrysler Corporation, again will be a weekly color presentation on the NBC-TV Network during the 1964-65 season, it was announced today by Walter D. Scott, Executive Vice President in Charge of the NBC Television Network.

Hope's return will continue the weekly appearances of one of America's foremost comedians in millions of homes each Friday (8:30 to 9:30 p.m. NYT).

Comedy again will be the series keynote, with a format similar to this year's highly successful, much-acclaimed, series. Hope will be host and occasional star of 25 full-hour productions -- all in color -- titled "Bob Hope Presents the Chrysler Theatre," and he will star in eight productions titled "Chrysler Presents a Bob Hope Comedy Special." Five of the specials will be comedy-with-music variety shows, two will feature Hope in dramatic roles, and the eighth will be a 90-minute program filmed during his annual tour of U. S. military bases overseas at Christmas.

The first season of Bob Hope's weekly television series has been a milestone in television programming. The premiere dramatic

(more)

program, Oct. 4, 1963, was an original drama by Rod Serling and featured such distinguished stars as Melvyn Douglas and Stuart Whitman.

In the weeks that followed, viewers were treated to a dramatization of the best-selling novel, "One Day in the Life of Ivan Denisovich," starring Jason Robards Jr.; and rare television appearances by Claude Rains and Piper Laurie in a drama about a famed 1930s blues singer, "Something About Lee Wiley"; special appearances by actors Stephen Boyd and Louis Jourdan in a drama set in Paris; and the television dramatic debut of series host Hope in two comedy productions.

The highlight of this season's entertainment specials was Hope's 90-minute Christmas program featuring his tour of U. S. military bases abroad. Hope covered 10,000 miles through the Near East. Since he began entertaining the troops in 1941, it is estimated Hope has traveled over 2,000,000 miles and entertained over 10,000,000 GIs.

On Sept. 11, 1963, the late President Kennedy presented Hope with a gold medal authorized by Congress for his "service to his country in the cause of world peace." He became the third entertainer in history to receive the Congressional Gold Medal, similar ones having been awarded to George M. Cohan and Irving Berlin.

The agency for Chrysler is Young & Rubicam Inc.

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NBC-New York, 2/18/64

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York, N. Y. 10020

February 18, 1964

**NBC-TV NETWORK'S 1964-1965 SCHEDULE IS ENTHUSIASTICALLY ENDORSED
BY BOARD OF DELEGATES REPRESENTING THE TV NETWORK STATIONS**

The 1964-1965 program schedule of the Television Network of the National Broadcasting Company was enthusiastically endorsed by the Board of Delegates, representing the Television Network Stations, at its regular quarterly meeting today.

Speaking for the Board, Mr. A. Louis Read, Executive Vice President and General Manager of the Royal St. Corporation, operators of WDSU-TV, AM and FM, and Chairman of the NBC Affiliates Board, said at the conclusion of the meeting at the Coral Harbour Inn at Nassau:

"The Board of Delegates representing the NBC stations is most enthusiastic over the plans given us at this meeting for the new 1964-1965 season. The NBC Television Network, long first in news, has now become first in sports and gives every promise of becoming first in entertainment programming with its new schedule for next season.

"It is particularly gratifying to the NBC Television Affiliates that NBC's new schedule will increase its audience popularity levels while maintaining the quality and diversity for which it has achieved the acclaim of viewers and critics.

"The Television Affiliates are tremendously impressed with the huge financial commitments NBC has made to assure its leadership in all areas of programming -- entertainment, news and sports -- and with the extensive plans for intensified promotion of its schedule."

NBC executives participating in the meeting were: Robert W. Sarnoff, Chairman of the Board; Robert E. Kintner, President;
(more)

David C. Adams, Senior Executive Vice President; William R. McAndrew, Executive Vice President in charge of the News Division; Walter D. Scott, Executive Vice President in charge of the Television Network Division; Harry Bannister; Hugh M. Beville, Vice President, Planning and Research; Don Durgin, Vice President, Sales; Sydney H. Eiges, Vice President, Public Information; Julian Goodman, Vice President, News; Louis Hausman, Vice President, General Executive; Thomas E. Knode, Vice President, Station Relations; Carl Lindemann Jr., Vice President, Sports; Alexander S. Rylander, Vice President, Promotion; Grant A. Tinker, Vice President, Television Network Programs, West Coast; Mort Werner, Vice President, Programs; Stephen Flynn, Director, Sales Services; and Donald J. Mercer, Director, Station Relations.

Besides Read, other members of the Board of Delegates are: Otto P. Brandt, Vice Chairman, Board of Delegates, Vice President and General Manager, KING-TV, Seattle, Wash.; Richard O. Lewis, Vice Chairman, Board of Delegates, President and General Manager, KTAR-TV, Phoenix, Ariz.; David M. Baltimore, Vice President and General Manager, WBRE-TV, Wilkes-Barre, Pa.; Charles A. Batson, Vice President and Managing Director, WIS-TV, Columbia, S.C.; George Comte, Vice President and General Manager, WTMJ-TV, Milwaukee, Wis.; Gordon Gray, President and General Manager, WKTV, Utica, N.Y.; Owen Saddler, Executive Vice President and General Manager, KMTV, Omaha, Neb.; Willard Schroeder, President and General Manager, WOOD-TV, Grand Rapids, Mich.; and Jack Harris, Vice President and General Manager, KPRC-TV, Houston, Tex.

Two members of the Committee, Marcus Bartlett, Secretary-Treasurer, Board of Delegates, General Manager, WSB-TV, Atlanta, Ga.; and James Schiavone, General Manager, WWJ-TV, Detroit, Mich., were unable to attend.

NBC TRADE NEWS

February 18, 1964

TELECAST OF 16TH ANNUAL 'EMMY AWARDS' IS COMPLETELY SPONSORED
BY LIBBY, McNEILL & LIBBY AND TIMEX WATCHES

Complete sponsorship of NBC-TV's presentation of the 16th annual "Emmy Awards" has been purchased by Libby, McNeill & Libby and Timex Watches, it was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network.

As previously announced, the program will be telecast Monday, May 25 (10-11:30 p.m. EDT). It is a presentation of The National Academy of Television Arts and Sciences, and will originate in Hollywood and New York with live, film and tape segments.

More than 6,000 members of the Academy in nine chapters around the country vote awards to outstanding TV programs and personalities.

The Libby order was placed through J. Walter Thompson Co. The agency for Timex was Warwick & Legler.

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NBC TRADE NEWS

February 18, 1964

NBC INTERNATIONAL IS APPOINTED EXCLUSIVE AGENT FOR DISTRIBUTION IN LATIN AMERICA OF TV COVERAGE OF 1964 SUMMER OLYMPIC GAMES

NBC International has been appointed exclusive agent for distribution in all of Latin America of the 1964 Summer Olympic Games television coverage, it was announced today by George A. Graham, Chairman of the Board of NBC International, and Sninosuke Abe, President of Nippon Hoso Kyokai (NHK).

Approximately 20 hours of tape and film coverage will be provided for South American TV stations by NBCI during the games, scheduled to start in Tokyo Oct. 10.

After the agreement was signed in Tokyo Feb. 15, Joseph M. Klein, President of NBC International, hailed the event as one of international importance. "All broadcasters in Latin America have a great interest in the 28th Olympiad. This agreement will assure them of the widest coverage possible and intense promotion activities," he said.

It is planned to have sports experts from Latin American countries, such as Mexico and Brazil, assist with commentaries, interviews and editing from Tokyo. The coverage will place appropriate emphasis on events, athletes and personalities of major interest in the Latin countries.

Many Latin viewers will see the games on the same date they take place, due to the International Date Line. The filmed and taped

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reports will enable most viewers to view complete coverage within a matter of hours after they occur.

In the United States, as previously announced, the NBC-TV Network will telecast a minimum of 19 separate programs totaling at least 14½ hours, in a similar agreement between NBC and NHK for U.S. rights.

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NBC-New York, 2/18/64



NBC COLOR TELEVISION NEWS

February 19, 1964

HENRY FONDA TO BE HOST OF NBC-TV'S 90 MINUTE COLOR SPECIAL
ON OPENING NIGHT OF THE NEW YORK WORLD'S FAIR
- - -
More Than 1,000 to Participate in Lavish Production
Showing Major Attractions of Exposition

Henry Fonda will be the host of a lavish TV entertainment program -- the special NBC-TV 90-minute color presentation of opening night at the 1964-1965 New York World's Fair Wednesday, April 22 (7:30-9 p.m. EST). Fonda's role was announced today by Robert Bendick, producer of the special telecast.

As host of the unique color special that will have more than 1,000 participants, Fonda will guide the nation's viewers on an exciting opening night tour of the Fair's major attractions, beginning with United States Steel's Unisphere and including demonstrations and exhibits exploring man's advances in the fields of transportation, communications, science and industry. Fonda's Fair tour, which will be highlighted by novel entertainment segments along the route, will take viewers to many of the exhibitions and sites in all of the exposition's five separate areas.

In the industrial area there are America's business giants -- Bell System, duPont, Eastman Kodak, General Electric, International Business Machine, National Cash Register, Radio Corporation of America, and others. In the international area, colorful pavilions represent many countries and their native people. The Federal and State area
(more)

includes exhibition buildings of the national government and many states. The transportation area has expansive automotive exhibits -- Chrysler, Ford and General Motors -- plus airline and bus company exhibits and the Port of New York Heliport and exhibit. At the Lake Amusement area are attractions for young and old -- among them a monorail ride, a Hawaiian luau and Florida's exhibit that includes performing porpoises. Fonda's tour also will encompass the pavilions of various religions, orders and organizations in the five main areas.

Fonda will start his tour from the statuesque symbol of the New York World's Fair -- the gigantic Unisphere to which all of the Fair's avenues lead. United States Steel, which constructed the Unisphere and presented it as a permanent landmark to the Fair's authorities, will sponsor the special NBC-TV program.

In selecting Fonda as host of the special NBC-TV program, producer Bendick said, "We wanted a major American entertainer to head our showcase of America's major entertainment exposition -- the New York World's Fair -- to give those who will attend a good sample of some of the things they will see, and to show those who can't come this once-in-a-lifetime Fair, which, we hope to make a once-in-a-lifetime TV show."

Bendick also said, "In addition to Fonda, other top-name personalities will be signed for the show. They will be selected to add a particular flavor to the section of the tour to which they will guide viewers. However, the 'star' of our show is the fantastic and wonderful World's Fair. And we will put on film, tape and live production all of the glamour, pageantry and excitement of opening night at the 1964-1965 New York World's Fair for telecast on our NBC-TV special Wednesday, April 22 -- the opening night."

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The special show will provide viewers with rare live color TV coverage of an outdoor nighttime extravaganza. Three mobile color units with a total of more than a dozen color cameras will be located about the Fair's 646 acres to capture the opening night ceremonies and festivities.

Because of the great scope of the show's production, filming and taping of the color presentation will start in mid-March and will continue through opening ceremonies during the afternoon of April 22. The opening night's (April 22) festivities will be broadcast live and in color.

Among many sights at the Fair, Bendick said, the show will introduce viewers to Walt Disney's "trip around the world" and "take them to a tableside view at a musical salute to Broadway, to rides, to foreign restaurants in the International area where exotic foods are served, and to a demonstration of the closed-circuit television that will be employed, among other things, to reunite lost children with their parents. And," he added, "in a panoramic view of the Fair, our color cameras will give viewers a good look of the exposition's dominant structure, the 12-story-high Unisphere."

This special 90-minute NBC-TV color television broadcast will be produced by NBC with the cooperation of the New York World's Fair 1964-1965 Corporation. The advertising agency for United States Steel is Batten, Barton, Durstine & Osborn.

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NBC-New York, 2/19/64

NBC TRADE NEWS

February 19, 1964

NBC-TV REPORTS DAYTIME SALES EXCEEDING \$1,000,000 IN WEEK

Daytime sales totaling more than \$1,000,000 were recorded by NBC-TV for the week ending Feb. 3, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

Seven advertisers purchased sponsorship in seven shows. The programs are "Make Room for Daddy," "The Loretta Young Theatre," "Truth or Consequences," "Merv Griffin's Word for Word," "Concentration," "Let's Make a Deal" and "Missing Links."

The advertisers and their agencies are The Dow Chemical Co. (N. W. Ayer & Son), Ex-Lax Inc. (Grey Advertising Inc.), Lever Bros. Co. (Ogilvy, Benson & Mather), Bissell Inc. (N. W. Ayer & Son), Helene Curtis Industries Inc. (Altman, Stoller, Chalk Advertising Inc.), P. Lorillard Co. (Grey Advertising Inc.) and E. I. du Pont de Nemours Company Inc. (N. W. Ayer & Son).

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NBC TRADE NEWS

February 19, 1964

JAMES KNIGHT AND HOWARD WRY ARE JUDGED MOST OUTSTANDING PROMOTION MANAGERS AMONG NBC'S TV AFFILIATES IN AWARDS CAMPAIGN COMPETITION; ALL WINNERS ARE ANNOUNCED

James Knight of WTRF-TV, Wheeling, W. Va., and Howard Wry of WHNB-TV, West Hartford, Conn., were judged the two most outstanding promotion managers among the National Broadcasting Company's television affiliated stations in the Sixth Annual NBC Promotion Managers Awards Campaign competition, it was announced today by Alexander S. Rylander, Vice President, Promotion, National Broadcasting Company.

Knight won first prize in the "over \$700 rate" category, and Wry was a repeat winner in the "under \$700 rate" division. The competition encompassed the overall promotional efforts for local station support of the 1963-64 NBC Television program schedule.

The entries were grouped into two categories to compensate for the difference in size of competing stations. An innovation this year, designed to give each entrant the equal opportunity to win, was the use of a uniform campaign book. The books were of the same size and shape, and imprinted with the entrant's name and station call letters. NBC Promotion Department supplied the books.

The three top winners in each group won a one-week, all-expense-paid trip to Los Angeles. They will visit the NBC-TV studios in Burbank, meet NBC-TV stars and tour Disneyland.

Contest entries were judged by representatives of leading advertising agencies in New York, who considered all aspects of local station promotional activity.

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Dick Paul, WAVY-TV, Norfolk, Va., and Caley Augustine, WIIC-TV, Pittsburgh, Pa., won second and third prizes, respectively, in the "over \$700 rate" category. Cal Mahlock, WKJG-TV, Fort Wayne, Ind., won second place, and Barbara Walcher, KGNC-TV, Amarillo, Texas, placed third, in the "under \$700 rate" division.

For the first time, the Awards included a special category for the network's owned stations. The winner was Jack Dorr, WRCV-TV, Philadelphia, Pa.

The fourth through tenth Awards winners, who will receive prizes, are:

In the "Over \$700 rate": fourth, Robert Hudson, WBZ-TV, Boston, Mass.; fifth, Don Peacock, WBAL-TV, Baltimore, Md.; sixth, K. C. Strange, WFBM-TV, Indianapolis, Ind.; seventh, James Phillips, KING-TV, Seattle, Wash.; eighth, Stan Cohen, WDSU-TV, New Orleans, La.; ninth, Dick Robertson, KRQN-TV, San Francisco, Calif.; tenth, Charles Cash, WSB-TV, Atlanta, Ga.

In the "under \$700 rate": fourth, Marvin Freeman, WTVO-TV, Rockford, Ill.; fifth, Hal Wilson, WITN-TV, Washington, N. C.; sixth, Don Barton, WIS-TV, Columbia, S. C.; seventh, (a two-way tie), Dennis Cobb, WILX-TV, Jackson, Mich., and Catherine Snedaker, WINR-TV, Binghamton, N. Y.; eighth, Nancy Chappel, KTAR-TV, Phoenix, Ariz.; ninth, Carl Tibbetts, KTAL-TV, Shreveport, La.; tenth, Barry Stover, KARD-TV, Wichita, Kan.

More than 70 major markets were represented in the 100-plus campaign books submitted.

The NBC Promotion Managers Awards, endorsed by the Broadcasters Promotion Association, is the only television network competition which

(more)

3 - Promotion Managers

provides an opportunity for local stations to display their efforts on behalf of a network's programming and to compete with other promotion managers for prizes.

Judges for the contest were Philip Cohen of Sullivan, Stauffer, Colwell & Bayles; Mitchell Johnson of William Esty; John Owen of Foote, Cone & Belding; Louis Wechsler of Benton & Bowles; Kirk Peterson of McCann-Erickson; Tom McDermott of N. W. Ayer; Al Cantwell of Batten, Barton, Durstine & Osborn, and Russ Johnston of McCann-Erickson.

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NBC-New York, 2/19/64

NBC TRADE NEWS

February 19, 1964

'WATCH MR. WIZARD' AND 'WILD KINGDOM' PROGRAMS SOLD IN FOREIGN LANDS BY NBC INTERNATIONAL

NBC International has sold "Watch Mr. Wizard" in 11 foreign markets and the new Marlin Perkins show, "Wild Kingdom," to six locales abroad.

"Watch Mr. Wizard" has won 17 national honors over the years and is a Public Affairs presentation of NBC News. It stars Don Herbert, with Dr. Morris H. Shamos, physics department chairman of New York University's Washington Square College, as adviser.

The sales included Ireland, Malta, Western, Eastern and Federal Nigeria; Rhodesia, Jamaica, Syria, Sierra Leone, Uganda and Australia, for a total of 247 hours. "Watch Mr. Wizard" is a half-hour series. The sale to Uganda was made by Marvin Goodman in NBCI's New York office, and the Australia sale by G. William Kreitner of NBCI in Sydney. The remaining orders were placed in London through Will Roland.

"Wild Kingdom," now in its second season on NBC-TV, was sold in Wales, Australia, Japan, Rhodesia, Saudi Arabia and Syria for a total of 65 hours. The Saudi Arabia sale was negotiated by Marvin Goodman, the Australia order by G. William Kreitner and the others by Will Roland.

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NBC TELEVISION NETWORK NEWS

February 19, 1964

TV GUIDE AWARDS FOR PERFORMERS AND SHOWS WILL BE PRESENTED
DURING TELECAST OF 'BOB HOPE COMEDY SPECIAL'

The fifth annual presentations of TV Guide Awards to television performers and programs, chosen as the nation's favorites in a poll of the magazine's readers, will be made during the NBC-TV telecast of "Chrysler Presents a Bob Hope Comedy Special" Friday, April 17 (8:30-9:30 p.m. EST).

The full-hour program will be devoted chiefly to taped comedy-variety entertainment, with a short live segment for presentation of awards in seven categories, winners of which will receive their honors in New York and Hollywood. Hope's guest stars for the comedy-variety portion of the show will be announced.

In the only nationwide and international balloting by TV audiences, U. S. and Canadian viewers will select five nominees in each category of the nominating ballot published in the Feb. 22 issue of TV Guide magazine. The final ballot listing the five nominees in each of the seven categories will appear in the magazine's March 28 issue. The ballots will be counted by an independent mailing house and the results certified by sworn affidavit.

TV Guide has announced that there will be no voting for the network's coverage of the assassination of President John F. Kennedy and the ensuing events. This will be acknowledged by the magazine in a special award to the three networks during the Hope program.

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The categories of awards for viewers' selections are:

1. Favorite series -- any type, any length.
2. Favorite new series -- any type, any length.
3. Best single dramatic, musical or variety program.
4. Best single news or information program.
5. Best news or information series.
6. Favorite male performer.
7. Favorite female performer.

— NBC-TV PROGRAM HIGHLIGHT APRIL 17 —

CHRYSLER PRESENTS A BOB HOPE COMEDY SPECIAL:

Bob Hope and guests (to be announced) in a comedy-variety program, which will include the fifth annual presentation of TV Guide Awards to performers and programs selected as the nation's favorites in a poll of the magazine's readers in the U. S. and Canada.

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NBC-New York, 2/19/64



February 19, 1964

NBC NEWS SCHEDULES 3 RADIO PROGRAMS ON NEW HAMPSHIRE PRIMARY
RESULTS; ELECTION PREVIEW ALSO TO BE BROADCAST

NBC News will report the New Hampshire Presidential primary in three special programs on the NBC Radio Network, and will preview that election in the first of a radio series of pre-primary programs, it was announced today by Robert Northshield, General Manager of NBC News.

The three programs on the election results in New Hampshire will be presented on NBC Radio Network including WNBC Tuesday, March 10 from 8:35 to 8:45 p.m. EST, 9:35 to 9:45 p.m. EST and 11:35 to 11:45 p.m. EST. In addition, there will be bulletins throughout the evening.

On primary eve, Monday, March 9, "Primer on the Primaries: No. 1" will be broadcast on NBC Radio Network except WNBC from 9:05 to 9:30 p.m. EST; WNBC only, 10:05-10:30 p.m. EST.

NBC News' Congressional correspondent Robert McCormick, whose experience in covering election campaigns dates back to Wendell Willkie's drive in 1940, will be anchor man of the New Hampshire election night coverage. Donn Tibbetts, a veteran reporter of New Hampshire politics and news director of WGIR, NBC's radio affiliate in Manchester, N.H., will provide background information and color. Charles Quinn of NBC News New York, who has traveled extensively with Governor Rockefeller's campaign party, will report from the state news center in Concord, N.H., where the candidates are expected to make personal appearances.

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NBC NEWS ELECTION YEAR '64

2 - New Hampshire Primary

James L. Holton, senior radio producer, NBC News, will produce the coverage, which will originate in NBC News' Election Headquarters in downtown Manchester. Mobile equipment of WGIR will supplement NBC's own facilities.

The March 9 program, "Primer on the Primaries: No. 1," will begin a series of live, on-the-scene reports of campaign activity preceding all major primaries. McCormick will be anchor man of this first pre-primary program, which will originate in Manchester and will include an explanation of the complexities of the New Hampshire election and taped inserts of events in the final campaign days.

Other NBC News correspondents with key roles in NBC's political coverage this election year will be anchor men of the later programs in this "Primer on the Primaries" series. Holton will produce the series.

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NBC-New York, 2/19/64

NBC COLOR TELEVISION NEWS



February 19, 1964

PHOTOPLAY'S GOLD MEDAL AWARDS TO BE PRESENTED

ON "TONIGHT SHOW STARRING JOHNNY CARSON"

Richard Chamberlain Wins Again as "Most Popular Actor"

Winners of Photoplay Magazine's 42nd annual Gold Medal Awards will be presented on NBC-TV's "Tonight Show Starring Johnny Carson" Thursday, March 5 (in color 11:15 p.m.-1 a.m. EST).

Richard Chamberlain, Connie Stevens, Robert Walker, Tippi Hedren and the film, "How the West Was Won," are this year's winners of the top prizes in the popularity contest.

Sheilah Graham, syndicated columnist, will be co-host with Johnny Carson during this special awards-presentation.

Both Chamberlain and Miss Stevens are now two-time winners of top honors in the annual contests. Chamberlain, star of NBC-TV's "Dr. Kildare" series, who received the "most popular actor" award this year, also won it last year. He is starred in MGM's current film, "Twilight of Honor." Miss Stevens won first prize two years ago.

Tippi Hedren, "the most promising new actress," made her film debut in "The Birds," and stars in the upcoming Hitchcock film, "Marnie."

(more)

Robert Walker, "the most promising new actor," will soon be seen in Warner Brothers' production of "Ensign Pulver." The son of Jennifer Jones and the late Robert Walker, he has been a guest star on several NBC-TV series.

"How the West Was Won," an MGM film, received the most votes in the balloting for the best feature motion picture of the year.

—NBC-TV PROGRAM HIGHLIGHT MARCH 5—

THE TONIGHT SHOW STARRING JOHNNY CARSON --
presentations of Photoplay Magazine's 42nd
annual Gold Medal Awards to Richard Chamberlain,
Connie Stevens, Tippi Hedren and Robert Walker.
Sheilah Graham will be co-host of the cere-
monies with Johnny Carson. (Color)

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NBC-New York, 2/19/64

NBC TELEVISION NETWORK NEWS

February 19, 1964

CHILDREN'S THEATRE CONFERENCE PRESENTS AWARD TO NBC IN "HEARTY APPROVAL" OF "NBC CHILDREN'S THEATRE"

The Children's Theatre Conference of the American Educational Theatre Association has presented an award to NBC "as a token of hearty approval of the concept of the 'NBC Children's Theatre'."

George A. Heinemann, NBC Manager of Public Affairs, the program's executive producer, also was honored "for his efforts to produce programs which meet the highest standards of theatrical production, good taste, beauty, inspiration and wholesome entertainment."

The citation said further, "We also wish to express our high hopes that the series will become an established and regular feature and will serve as a model and impetus for further development of excellent television programming for children."

The award was made at the University of Oregon (Eugene), during the recently concluded annual Northwest Drama Conference.

"NBC Children's Theatre" is offering during the current season a series of four full-hour color specials for young viewers on the NBC-TV Network. The final production of the season will be "Petey and the Pogo Stick" Sunday, April 12 (6-7 p.m. EST). Earlier productions were "Quillow and the Giant," "Of Sights and Sounds," and "Robin Hood."

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February 20, 1964

REYNOLDS METALS TO SPONSOR FULL-HOUR NBC NEWS SPECIAL,
'BREAKTHROUGH: MEDICINE--SHAPE OF THE FUTURE'

A graphic report on the medicine and surgery of tomorrow will be presented in a full-hour NBC News special, "Breakthrough: Medicine -- Shape of the Future," Sunday, March 29 (10 to 11 p.m. EST), on the NBC-TV Network. Reynolds Metals Company is the sponsor.

Viewers will see a kidney transplantation and other dramatic new advances in visits to medical centers in Richmond, Va.; Minneapolis, Houston, Chicago and New Orleans, where imaginative researchers are pioneering new paths in healing the sick.

NBC News correspondent John Chancellor will be on-camera reporter. With him, as expert guide, will be Dr. George W. Crile Jr., chief of General Surgery at the Cleveland Clinic. Dr. Crile is a distinguished surgeon whose father was one of the greatest pioneers of American surgery.

Lou Hazam produced the program. Leonard Engel, noted writer on medical and scientific subjects, wrote and researched the script. Charles Christensen was associate producer and director.

The program's chief features:

At the University of Minnesota, Minneapolis, Dr. Robert A. Good will explain the key part his laboratory has played in research in breaking the "graft barrier" -- transplant of organs between individuals who are not identical twins. At the same university, Dr. Owen H. Wangensteen will

(more)

demonstrate a simple new method of treating ulcers by freezing.

At the Medical College of Virginia, Richmond, Dr. David Hume, one of the outstanding pioneers of kidney transplantation surgery, will perform a kidney transplant operation.

At the University of Texas M. D. Anderson Hospital, Houston, Dr. John E. Healey Jr. will demonstrate the use of glue (instead of needle and thread) in skin grafts.

At Hines Veterans Administration Hospital in Chicago, Dr. W. T. Liberson will demonstrate the use of electronic devices in helping a great variety of patients now disabled.

At Ochsner Foundation Hospital in New Orleans, Dr. Robert Schimek will perform an implant of a plastic cornea in a man's eye.

More briefly, other medical researchers will summarize important developments to come in their field within the next few years. They are Dr. Alfred E. Mirsky of the Rockefeller Institute for Medical Research, an authority on research on heredity; Dr. Jonas Salk, developer of the Salk vaccine and director of the Salk Institute for Biological Studies; Dr. Virginia Agpar, director of congenital malformation research for the National Foundation; and Dr. Irvine Page of the Cleveland Clinic, speaking on diet studies in relation to coronary disease.

(more)

The March 29 report will be the third program in the "Breakthrough" series. The first, dealing with heart and artery surgery, was telecast April 23, 1962; the second, on mental illness, was telecast June 22, 1962. The series is designed as an unfolding record of man's quest to master nature and win a healthier, better life for all.

Lennen & Newell is the agency for Reynolds Metals Company.

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NBC-New York, 2/20/64

NBC TRADE NEWS

February 20, 1964

'JEOPARDY,' DAYTIME GAME SHOW WITH ART FLEMING AS HOST,
TO START ON NBC-TV; MONDAY-THROUGH-FRIDAY SERIES WILL
GIVE REWARDS FOR QUESTIONS THAT FIT ANSWERS

"Jeopardy," a new daytime game show with Art Fleming as host, will make its debut on the NBC-TV Network Monday, March 30 from 11:30 a.m. to 12 noon EST, it was announced today by Robert F. Aaron, Director of Daytime Programming for the network.

The show, which will be seen Monday through Friday, will be produced by Bob Rubin for January Enterprises Inc. John Rhinehart will be the associate producer.

"Jeopardy" is a question-and-answer game in which three contestants are given answers to which they must devise the proper questions. A game board on which six categories are listed will be shown to the contestants. The answers listed will be in progressive order of difficulty with prizes from ten to fifty dollars. Contestants select the category and the amount for which they wish to try. If they are correct, the amount is added to their score. If they are wrong, the amount is deducted.

Half-way through the show a new game board is brought out with six new categories and all values doubled. Since every answer produces a major change in score, the excitement of the game is considerably heightened.

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When the game is completed, all contestants have the right to risk all or part of their money on one final bonus question. They might double their winnings or even lose all. These wagers are made in secret and no one knows who the champion will be until the final moment.

January Enterprises Inc. is a packaging firm owned by Merv Griffin, who is star of his own daytime NBC-TV game show "Word for Word."

"Jeopardy" will be in the NBC-TV time-spot now filled by "Missing Links."

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NBC-New York, 2/20/64

NBC TRADE NEWS

February 20, 1964

ELJER PLUMBINGWARE WILL SPONSOR 'THE HOME SHOW,'
THREE FIVE-MINUTE SEGMENTS WITH ARLENE FRANCIS
ON THE NBC RADIO NETWORK EACH WEEKEND

Arlene Francis, star of stage, screen, television and radio, joins the ever-growing family of NBC Radio's "Monitor" March 7. In three five-minute segments each weekend, Miss Francis will be heard on "The Home Show" (Saturdays at 10:55 a.m. and 3:40 p.m. EST and Sundays at 3:10 p.m. EST).

"The Home Show" will be sponsored by Eljer Plumbingware. The agency for the sponsor is Fuller & Smith & Ross Inc., of Pittsburgh, Pa.

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NBC COLOR TELEVISION NEWS



February 20, 1964

NBC NEWS SCORES WITH THE PLACING OF FIRST MOTION PICTURE CAMERAS
INSIDE U.S. SENATE CHAMBERS; FULL-HOUR COLOR SPECIAL UNDER WAY

For the first time in history, motion picture cameras have been allowed inside the chambers of the United States Senate -- and they belong to NBC News.

Last week, NBC News producer Lou Hazam scored the impressive first when he took a film crew into the previously restricted area of the Capitol to begin work on a one-hour color special based on the historic building that is the country's seat of government.

Hazam received permission to film the Senate room (with its occupants not in session) from Senator B. Everett Jordan (D.-N.C.), Chairman of the Senate Rules Committee. House Speaker John W. McCormack (D.-Mass.) also has approved Hazam's request to film in the House of Representatives.

The Marble Room in the Senate, the formal office of the Vice President, and the Senate lobby are among other historic locations never before seen on television that Hazam will include in the program.

The program, as yet untitled, will be telecast on the NBC-TV network late this Fall.

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"The program won't be about politics," says Hazam. "It will show the Capitol as a monument to freedom, a symbol of our democratic government, and as a national art treasure. We hope to echo the history that has taken place in the building."

Scenes in the Senate chambers include the desks once used by John F. Kennedy, Harry S. Truman and Jefferson Davis. President Kennedy's name is still in the drawer of his old Senate desk where he wrote it.

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NBC-New York, 2/20/64

NBC'S MARION STEPHENSON TO ADDRESS N.Y. CHAPTER
OF AMERICAN WOMEN IN RADIO AND TELEVISION

Marion Stephenson, Vice President, Administration, NBC Radio Network, will address the American Women in Radio and Television, New York City Chapter, on Saturday, Feb. 29, at McCann-Erickson Inc., in New York. "My World and Me" is the title of the AWRT forum with prominent figures of U. S. industry listed as speakers.

Miss Stephenson will speak on "Living in a Corporate World," "Does the Corporation Owe Me Something?" and "Do I Owe the Corporation Anything in Return?"

NBC-New York, 2/20/64

BUSY SCHEDULE OF ADDRESSES FOR MARTIN AGRONSKY IN MARCH

Martin Agronsky, NBC News' Washington correspondent, has a busy schedule of speaking engagements -- to address five groups in five days, and two groups later, in March.

Agronsky, who interviews Washington newsmakers regularly on NBC-TV's "Today," will be on vacation from the show the week of March 2-6. He will speak at Lasell Junior College, Auburndale, Mass., on March 2; Salem (Mass.) State Teachers College on March 3; Ashland (Ohio) College on March 4; Temple Shalom in Springfield, Ill., on March 5, and Indianapolis (Ind.) Town Hall on March 6. He also will talk at Lock Haven (Pa.) State College on March 19 and before the Kentucky Hospital Association in Louisville on March 31.

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DAVID BRINKLEY TO ADDRESS CLASS IN RADIO-TV PROGRAMMING

David Brinkley will be a guest lecturer at American University in Washington, D. C., on Feb. 26.

The NBC Newsman will address a class of graduate students and college seniors studying radio and television programming. The instructor of the course is Lawrence Laurent, radio-TV editor and critic of the Washington Post.

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NBC-New York, 2/20/64

NBC-TV NETWORK PROGRAM

'TODAY' TO EXAMINE THE INDUSTRIAL SHOW

The Industrial Show, an expanding branch of showbusiness, will be explored on NBC-TV's "Today" show Thursday, Feb. 27 (during the 7:30-8 a.m. segment of the 7-9 a.m. EST program).

Industrial shows are major productions, some costing more than a Broadway musical and starring name performers, which are staged at sales conventions to introduce a company's new products and create enthusiasm among its salesmen.

Ervin Bradec, president of Marketing Concepts Inc., one of the largest producers of such shows, will discuss these productions. Pat Suzuki and other vocalists will sing some of the special tunes written for these shows.

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NBC-New York, 2/20/64

NBC TELEVISION NETWORK NEWS

February 20, 1964

RICHARD BURTON AND PETER O'TOOLE WILL BE SEEN IN
'INSIDE THE MOVIE KINGDOM' IN SEQUENCE
FILMED ON SET OF 'BECKET' PRODUCTION

Richard Burton and Peter O'Toole will appear on "Inside The Movie Kingdom -- 1964" Friday, March 20 (NBC-TV, 9:30-11 p.m. EST) in a sequence filmed on the set of Hal Wallis' "Becket." The "Becket" production was covered on location in England by one of the six television crews sent on a global trek to capture the colorful and glamorous story of movie-making today.

"Becket" is the first film for Peter O'Toole since "Lawrence of Arabia" which catapulted him into international stardom. Richard Burton is scheduled to appear on the New York stage soon in "Hamlet."

More than 50 international film personalities will appear in the special program produced by Sextant Inc. Previously announced were: Julie Andrews, Carroll Baker, Ingrid Bergman, Melvyn Douglas, Gregory Peck, Tony Perkins, Anthony Quinn, Debbie Reynolds and Omar Shariff.

James Garner will be master of ceremonies. He will also appear in sequences filmed on the set of his latest picture, MGM's "The Americanization of Emily."

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NBC COLOR TELEVISION NEWS



February 20, 1964

LIAM CLANCY CAST AS BOY SINGER IN NEW 'HALLMARK'
PRODUCTION OF 'LITTLE MOON OF ALBAN'

Liam Clancy has been cast for the role of the Boy Singer in the "Hallmark Hall of Fame" production of "Little Moon of Alban" on Wednesday, March 18 (NBC-TV color broadcast, 7:30-9 p.m. EST). The young singer from Tipperary is best known for his performances with his brothers and Tommy Makem. He played the role of the Boy Singer in the Broadway production of "Little Moon of Alban," but in the original NBC-TV "Hallmark Hall of Fame" production, the role was played and sung by his brother, Tom Clancy.

Trained at the National Academy of Arts in Dublin for a career in dramatics, Liam Clancy came to the United States in 1956. His professional acting career was launched in 1957 at the Poets' Theatre in Cambridge, Mass. He then appeared in New York in the play adaptation of Frank O'Connor's "Guests of the Nation." Other major stage credits include Brendan Behan's "The Quare Fellow" and the "Little Moon of Alban" assignment.

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FROM THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York, N. Y. 10020

2-X-H

OWEN S. COMORA AND KENNETH P. DONNELLON JOIN NBC PRESS DEPARTMENT
AS COORDINATORS, NATIONAL PRESS, TWO NEWLY CREATED POSITIONS

FOR RELEASE MONDAY, FEB. 24

Owen S. Comora and Kenneth P. Donnellon have joined the NBC Press Department as Coordinators, National Press, two newly created positions, it was announced today by M. S. Rukeyser Jr., Vice President, Press and Publicity, National Broadcasting Company.

Mr. Comora and Mr. Donnellon will plan and execute special publicity campaigns and maintain an active liaison with the national press, production units and advertising agencies.

Mr. Comora comes to NBC from the Young & Rubicam advertising agency, and Mr. Donnellon joins NBC from the public relations firm of Rogers & Cowan Inc.

At Young & Rubicam, Mr. Comora was Assistant Director, Program Promotion Department. During his 10 years with the agency he served in various writing posts publicizing Y&R's television properties.

A graduate of Utica College of Syracuse University, Mr. Comora was a reporter for the Utica (N.Y.) Observer-Dispatch and the Jersey City (N.J.) Journal.

From June until September of 1952, he was a member of the press department of National Citizens for Eisenhower. During the period immediately preceding General Eisenhower's nomination as the Republican Presidential candidate, Mr. Comora was assistant to the general's press secretary, Robert Mullen.

(more)

Mr. Comora is married to the former Betty Sokolow of Cliffside Park, N. J. Mr. and Mrs. Comora live in Paramus, N. J., with their three children: Michael, Cathy and David.

Mr. Donnellon was an account executive with Rogers & Cowan, assigned to the E. I. du Pont de Nemours & Co. account and the NBC-TV program, "Du Pont Show of the Week."

A graduate of Fordham University, Mr. Donnellon began his business career as a copywriter and promotion specialist with General Electric Co. In 1959 he became a Special Projects Writer for CBS-TV's Press Information Department, and two years later joined the Public Relations Department of Ford Motor Company.

Mr. Donnellon served in the Army as a radio instructor in the Special Warfare Branch at the American and Allied Officers' Psychological Warfare School, Fort Bragg, N. C.

Mr. Donnellon is married to the former Sylvia Hochreiter of Chappaqua, N.Y. They live in Manhattan.

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NBC-New York, 2/21/64

NBC TRADE NEWS

February 21, 1964

RICHARD WOOKEY JOINS NBC-TV NETWORK IN BURBANK AS MANAGER, CASTING DEPARTMENT

Richard Wookey has joined NBC-TV in Burbank, Calif., as Manager, Casting Department, it was announced today by Laurence Bub, Manager, Talent and Program Administration, NBC-TV Network.

Mr. Wookey joined NBC from Screen Gems Inc., where he was a casting director for almost five years. Previously, he was a talent agent for three years and, before that -- dating back to childhood -- an actor.

Mr. Wookey is married to the former Karen Hale, daughter of the late actor Alan Hale Sr.

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NBC TELEVISION NETWORK NEWS

February 21, 1964

NBC-TV TO COVER BAKER'S APPEARANCE AT SENATE PROBE

Robert G. Baker's appearance before the Senate Rules Committee in Washington Tuesday, Feb. 25 will be covered live on the NBC-TV network beginning at 10 a.m. EST.

The committee is investigating the outside business activities of Baker, who ~~was~~ formerly secretary to the Democratic Senate majority. NBC-TV's live coverage will continue as long as Baker is on the witness stand.

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February 24, 1964

COLGATE-PALMOLIVE TO SPONSOR 'THE TENNESSEE ERNIE FORD HOUR,'
VARIETY-COMEDY COLOR SPECIAL ON NBC-TV WITH ALL-STAR CAST

- - -

Host Ford to Greet Guests Jack Benny, Annette,
Dorothy Provine and Andy Williams

"The Tennessee Ernie Ford Hour," a variety-comedy special to be telecast in color, with an all-star cast hosted by Ernie Ford and featuring guests Jack Benny, Annette, Dorothy Provine and Andy Williams, will be presented on the NBC-TV Network Friday, April 10, 8:30-9:30 p.m. EST, it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

The special will be fully sponsored by the Colgate-Palmolive Company.

Ralph Levy is producer-director and Don Van Atta is associate producer. Hal Kanter and Milton Josefsberg are the writers. The orchestra will be conducted by Dave Grusin and the chorus will be directed by George Wyler. Nick Castle is choreographer.

Betford Productions is producing the special in association with NBC at Burbank, Calif.

The agency for Colgate-Palmolive is Norman, Craig and Kummel Inc.

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NBC TRADE NEWS

February 24, 1964

NBC'S MORT WERNER WILL BE PANELIST AT WESTERN RADIO-TV CONFERENCE

Mort Werner, Vice President, Programs, NBC Television Network, will participate as a panelist during the Western Radio and Television Conference at the Jack Tar Hotel in San Francisco Feb. 27.

The Conference is an annual four-day meeting (Feb. 26-29) of broadcasters from educational television stations and from colleges and universities west of the Rocky Mountains. Almost 400 will attend.

Mr. Werner will be one of four to speak and answer questions on the subject: "The People Look at Television and Listen to Radio," which is subtitled "Oral Essays on the Present State of the Medium from People Who Have Something to Say and Can Say It."

Moderator of the panel is Ray Hubbard, Program Director of television station KPIX, San Francisco. Panelists with Mr. Werner will be Dr. Gary Steiner, associate professor of psychology, University of Chicago School of Business, and author of the recent study, "The People Look at Television"; James Robertson, Vice President and General Manager, Community Television of Southern California; and Richard Pack, Vice President, Programming, Westinghouse Broadcasting.

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February 24, 1964

NBC NEWS ENLISTS NEW HAMPSHIRE LEAGUE OF WOMEN VOTERS TO STAFF
POLLS AND REPORT RETURNS IN MARCH 10 PRESIDENTIAL PRIMARY

NBC News has enlisted the New Hampshire League of Women Voters to staff polling places and report election returns in the March 10 New Hampshire Presidential primary.

This organization will furnish 206 members for NBC's state-wide corps of poll reporters, with teachers and college students largely comprising the additional personnel. For the first time in a primary, NBC News will have one or more reporters stationed at each of the 302 voting places throughout New Hampshire. Members of the League of Women Voters have been assigned to the more heavily populated southern two-thirds of the state.

"NBC is very pleased to have the league's participation in this operation," said Frank J. Jordan, Manager of Election Planning, NBC News. "We have been working with its members for three months now and have been particularly impressed with their intelligence and quick grasp of the political complexities involved."

As previously announced, the primary coverage will be presented on the NBC-TV Network in two special programs Tuesday, March 10 from 8:30 to 9 p.m. EST and from 11:15 to 11:30 p.m. EST. Coverage that night on NBC Radio will be presented in three special programs, from 8:35 to 8:45 p.m. EST, 9:35 to 9:45 p.m. EST and 11:35 to 11:45 p.m. EST. There also will be bulletins throughout the evening on television and radio.

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NBC NEWS ELECTION YEAR '64



February 24, 1964

'TODAY' TO PRESENT TWO SPECIAL PROGRAMS
FROM NEW HAMPSHIRE ON PRIMARY

NBC-TV's "Today" show will present two special reports from Manchester on the New Hampshire Presidential primary on Primary Day, Tuesday, March 10, and the morning after the primary, Wednesday, March 11.

On March 10 (during the 8:30-9 a.m. segment of the 7-9 a.m. EST program), NBC News' Washington correspondent Martin Agronsky will interview New Hampshire's Democratic and Republican National Committeemen. They are Democrat Hugh H. Bownes, who is also Mayor of Laconia, and Judge William W. Treat of Hampton, Republican.

On March 11 (during the program's 7:30-8 a.m. segment), Agronsky will talk with Republican Senator Norris Cotton of New Hampshire, who will discuss the significance of the primary results.

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REPUBLICAN NATIONAL CHAIRMAN TO BE INTERVIEWED ON 'TODAY'

William E. Miller, chairman of the Republican National Committee, will be a guest on NBC-TV's "Today" show Wednesday, March 4 (during the 8:30-9 a.m. segment of the 7-9 a.m. EST program). Miller will be interviewed in NBC's Washington studios by NBC News correspondent Sander Vanocur.

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NBC-TV NETWORK PROGRAM

SEQUENCE FILMED AT STEVE McQUEEN'S HOME
FOR "INSIDE THE MOVIE KINGDOM--1964"

Producer Milton Fruchtman has completed filming with Steve McQueen at the actor's Brentwood (Calif.) home for a sequence of "Inside the Movie Kingdom--1964." The 90-minute special about the world of motion pictures will be presented on the NBC-TV Network Friday, March 20 (9:30-11 p.m. EST).

McQueen, currently one of the biggest screen attractions, first reached stardom on the TV series "Wanted--Dead or Alive." Since his emergence as a major film personality he has been an infrequent TV visitor.

James Garner will act as master of ceremonies for the program, in which 50 international film personalities will appear. The following, in alphabetical order, have already been announced: Julie Andrews, Carroll Baker, Ingrid Bergman, Melvyn Douglas, James Garner, Melina Mercouri, Robert Morley, Gregory Peck, Tony Perkins, Debbie Reynolds, Maximilian Schell, Omar Sharif, and Peter Ustinov.

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NBC-New York, 2/24/64

February 25, 1964

HOLIDAY INNS OF AMERICA INC., IN ITS FIRST TV NETWORK
ADVERTISING, BUYS SPONSORSHIP IN 'TODAY' SHOW

The Holiday Inns of America Inc., advertising on network television for the first time, has purchased sponsorship in NBC-TV's "Today" show, it was announced today by Mike Weinblatt, Director, Participating Program Sales, NBC.

The Holiday order begins March 3 and runs through April in "Today," which features Hugh Downs as host (Monday through Friday, 7-9 a.m. EST). The campaign will emphasize increased weekend use of Holiday Inns, both for business and family.

"We are very pleased Holiday Inns, which now numbers almost 450 in some 45 states, has chosen the 'Today' show for its first network television advertising campaign, and we look forward to a continuing association with the company," said Mr. Weinblatt.

The Holiday Inns order was placed through John Cleghorn Agency of Memphis.

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NBC TRADE NEWS

February 25, 1964

NBC FILMS SELLS 'CAR 54' SERIES IN 16 MARKETS

NBC Films has sold the half-hour comedy series, "Car 54, Where Are You?" in 16 markets since it was placed in syndication last month, William P. Breen, Vice President, Sales, announced.

NBC Films acquired the series, which had a popular run on the NBC-TV Network recently, from Eupolis Productions Inc.

The stations involved are WMAL-TV, Washington; KABC-TV, Los Angeles; WXYZ-TV, Detroit; WBKB, Chicago; KSTP-TV, Minneapolis; WSB-TV, Atlanta; KTSM-TV, El Paso; KMJ-TV, Fresno, Calif.; KOMO-TV, Seattle; KATU, Portland, Ore.; WBEN-TV, Buffalo; WTEV, New Bedford, Mass.; WBRE-TV, Wilkes-Barre, Pa., and WTIC-TV, Hartford. WABC-TV in New York had purchased the series earlier.

Other sales by NBC Films since Jan. 1 included "Hennesey," "Laramie," "Outlaws," "The Best of Groucho," "The Deputy," "87th Precinct" and "People Are Funny."

"Hennesey" sales were to WDBJ-TV in Roanoke, Va.; KMSP-TV, Minneapolis; WRCV-TV, Philadelphia; WIS-TV, Columbia, S.C.; KPTV, Portland, Ore.; WCSC-TV, Charleston, S. C., and WCAX-TV, Burlington, Va.

"Laramie" was sold to KWTU, Oklahoma City; WRDW-TV, Augusta, Ga.; WSLS-TV, Roanoke, and KPTV, Portland, Me.

"87th Precinct" sales included KTTU in Los Angeles, and WSIL-TV in Harrisburg, Pa.

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"The Deputy" was sold to WEAT-TV, West Palm Beach, and
WOI-TV, Ames, Ia.

"The Best of Groucho" was sold to WRCV-TV in Philadelphia.

"Outlaws" was sold to WSLA-TV in Selma, Okla.

"People Are Funny" sale was to WOAY-TV, Oak Hill, W. Va.

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NBC-New York, 2/25/64

NBC TELEVISION NETWORK NEWS

February 25, 1964

"HIGH WIRE: THE GREAT WALLENDAS," NBC NEWS' CREATIVE PROJECTS TV SPECIAL ABOUT CIRCUS FAMILY'S ORDEAL AND TRIUMPHS WILL BE PRESENTED ON "DU PONT SHOW OF THE WEEK" SUNDAY, MARCH 22

"High Wire: the Great Wallendas," a behind-the-scenes look at the ordeal and triumph of the world famous circus family whose high-wire act has been dogged by tragedy, will be presented as a "Du Pont Show of the Week" Sunday, March 22 (10-11 p.m. EST) on the NBC-TV Network.

NBC-TV cameras first focused on the Wallendas last Summer, as the aerialists, led by Karl Wallenda, began the struggle to re-create and perform again the seven-person pyramid act which had at one time brought them to the very height of their career and at another time -- in Detroit, in January, 1962 -- to the depths of despair.

Since the tragic fall in Detroit, in which two members of the troupe were killed and another permanently crippled, Karl Wallenda's dream was to perform the difficult and dangerous pyramid act successfully one more time. It is the story of the Wallendas' determination to face squarely what defeated them in Detroit and to restore to them their pride in their work, that is told on this "Du Pont Show of the Week."

A presentation of Creative Projects, NBC News, with Irving Gitlin as executive producer, "High Wire: the Great Wallendas" will be produced and written by Al Wasserman. George Freedland is director.

Producer Wasserman's report begins during the Summer of 1963 when the Wallendas were performing at Old Forge, N. Y. It was during this period that, under the strong influence of Karl Wallenda, the decision

(more)

was made to attempt the seven-person pyramid act one final time. Cameras then follow the troupe to their home and Winter training quarters in Sarasota, Fla., where preparations to perform the act were intensified.

One of the dramatic highpoints of this Du Pont special will be films of an accidental fall by the Wallendas as they rehearsed their act on a 12-foot practice wire in Sarasota. Cameraman Robin Still was filming the rehearsal -- the first time the Wallendas had attempted the act since the Detroit accident -- when one of the cables holding one of the upright poles slipped and the performers plunged to earth. All members of the troupe were injured slightly in the fall and one Wallenda -- Gunther -- lost 13 teeth and suffered a mild concussion.

How the Wallendas almost gave up their dangerous high-wire act after this rehearsal accident, their ultimate decision to continue working on the act, and the eventual successful performance of the pyramid in a 10-day engagement at Fort Worth, Tex., form the remaining part of the TV narrative.

Upon conclusion of the successful performance of the seven-person pyramid at Fort Worth, Karl Wallenda announced that the act would never be performed again.

"We have shown that we still can do it," he said.

NBC-TV PROGRAM HIGHLIGHT MARCH 22

DU PONT SHOW OF THE WEEK: "High Wire: the Great Wallendas" -- Story of how high-wire troupe, dogged by tragedy, rebounded from ordeal of serious accident in Detroit to triumph in performing the dangerous act for the last time in Fort Worth. Films of rehearsal accident are included.

HOW NBC NEWS COVERED ROBERT G. BAKER'S APPEARANCE

BEFORE THE SENATE RULES COMMITTEE

The appearance of Robert G. Baker before the Senate Rules Committee today (Feb. 25) was covered continuously by the NBC-TV Network until the hearing recessed, although the TV cameras were barred from the hearing room before the actual questioning of Mr. Baker began.

NBC-TV's coverage of the hearing started at 10 a.m. and lasted until 12:55 p.m. (EST).

NBC News telecast from inside the hearing room for the first half-hour, during which Baker's attorney, Edward Bennett Williams, explained that the former Senate majority secretary would not give oral testimony and also objected to television coverage of the hearing.

When the committee chairman, Senator B. Everett Jordan (D.-N.C.), ruled that all cameras be excluded from the hearing, NBC cameras focused on the entrance to Caucus Room 318 and remained there for the duration of the hearing. However, the voices of the committee members and Baker were heard.

After the session ended, NBC News correspondents Richard Harkness and Herb Kaplow interviewed Senator Jordan, Senator Carl Curtis (R.-Neb.) and committee counsel Lennox P. McLendon.

NBC News correspondents Ray Scherer and Frank McGee were anchormen in Washington and New York, respectively.

NBC News' coverage of the hearings is scheduled to resume Wednesday, Feb. 26, at 10 a.m. EST when Carole Tyler, Baker's former secretary, will be the witness.

The Baker hearing was also covered by the NBC Radio Network starting at 10:15 a.m. and lasting until 1 p.m. EST. Robert McCormack was the anchorman in Washington.

February 25, 1964

AN OCEAN OF DIFFERENCE

What's in the title to a TV program? It can tell a story all by itself -- especially when it's changed.

A case in point is "Britain: The Changing Guard," the NBC News special program to be telecast in color on the NBC-TV Network Sunday, March 1 (10-11 p.m. EST). The telecast details changes on some of the ancient mores and institutions of British society.

Examples include an interview with a member of the landed gentry who describes himself as "part of the backbone of England" and has his wife sell tickets for tours of his ancient estate; a master of the hounds who expounds at length on the merits of toast and bacon sandwiches on a fox hunt; a wealthy mother, almost in tears at the departure of her eight-year-old son for boarding school, who gains courage from her conviction that the sacrifice is worth it for the sake of turning out "jolly good chaps"; and a housemaster at Eton who sports a coiffure and stance more befitting the Beatles.

Five days after the program is seen in this country, Associated Rediffusion will beam it throughout the British Isles. But on British screens, the title will be extended to read: "Britain: The Changing Guard -- An American View."

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'90 BRISTOL COURT,' THREE SEPARATE BUT RELATED HALF-HOUR
FAMILY COMEDIES, WILL BE PRESENTED ON THE NBC-TV NETWORK
IN MONDAY 7:30-9 P.M. (NYT) PERIOD IN 1964-65 SEASON

"90 Bristol Court" -- three separate but related half-hour family comedies -- will be presented by the NBC-TV Network during the 1964-65 season on Monday nights beginning at 7:30 p.m. NYT, it was announced today by Mort Werner, Vice President, Programs, for the network.

The three programs will be "Karen," starring Debbie Watson in the title role (7:30-8 p.m. NYT), "Tom, Dick and Mary" starring Burt Metcalfe, Steve Franken and Joyce Bulifant (8-8:30 p.m. NYT), and "Harris Against the World," starring Jack Klugman (8:30-9 p.m. NYT).

The over-all 90-minute period is under the supervision of executive producer Joe Connelly, who formerly served as co-developer and co-producer of the "Leave It to Beaver" series. Each half-hour series will have its own regular continuing cast of stars, as well as its own producer, directors, writers and production units. The three shows will be filmed at Revue Productions' giant Stage 32, where a two-level, balconied modern multi-unit apartment motel, the "90 Bristol Court" of the title, has been constructed. A large swimming pool and an acre of landscaped ground, complete with palm trees and tropical shrubs, will be a feature of the unusual set.

Each half-hour segment features a different family with its own characteristics, occupations, problems and interests. However, since they all live at the same address, the lives of these families sometimes cross and the characters from one show can appear on another. In addition to the regulars from the trio of shows, the series will utilize
(more)

guest stars who may appear as other occupants of 90 Bristol Court. Secondary characters -- such as mailmen, the building superintendent and others -- will provide story links from one show to another.

Not all action for the programs will take place within the confines of the apartment motel, which -- in the storyline -- is located in Southern California.

"Karen," in which newcomer Debbie Watson will play the title role, also stars Harvey Korman as Steve Scott, Karen's father. Mary La Roche will be seen as Barbara Scott, the teenager's mother and Gina Gillespie will be cast as Mimi Scott, Karen's younger sister. The comedy series revolves about the humorous activities of 16-year-old Karen and her relationship with her family and friends.

"Tom, Dick and Mary," the second situation comedy in the triple offering, will tell the story of newlywed Dr. Tom Gentry and his wife Mary (Burt Metcalfe and Joyce Bulifant) and their best man and "star boarder" Dr. Dick Moran (Steve Franken). Gentry and Moran are interns at Valley General Hospital and Mary is secretary to the chief of staff there. For financial reasons, the young trio share a two-bedroom apartment, a situation little to liking of the newlyweds, except on payday.

"Harris Against the World" is the third of the situation comedies which make up "90 Bristol Court." Starring Jack Klugman as Alan Harris, the program is centered on one man's efforts to resist conformity, mechanization and bankruptcy. Patricia Barry will star as Kate Harris, Alan's wife and the mother of three children, to be played by Claire Wilcox, David Macklin and Susie Mathers.

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NBC-New York, 2/26/64

NBC COLOR TELEVISION NEWS



February 26, 1964

BOB HOPE AND EVA MARIE SAINT HEAD CAST OF STARS

IN A HOPE-CHRYSLER SPECIAL SPOOFING

'GIRLIE' MAGAZINES AND KEY CLUBS

Bob Hope and Eva Marie Saint (in one of her rare TV appearances) star in "School for Bachelors," a spoof of contemporary "girlie" magazines and key clubs on "Chrysler Presents a Bob Hope Comedy Special" Friday, March 20 (NBC-TV Network, 8:30-9:30 p.m. EST).

Louis Nye, Cass Daley and Jackie Coogan co-star in this full-hour comedy about a beautiful candidate for Congress whose entire campaign is leveled against the editor of a popular publication.

Linda Hope, Bob's elder daughter, is featured as Miss November, and Pat Priest, daughter of former U. S. Treasurer Ivy Baker Priest, plays Miss March -- two of the magazine's centerfold "bachelor girls of the month."

In the story, Diane Westcott (Miss Saint) has adopted a platform of "Down with Monte Collins!" Collins (Hope) is editor of Bachelor Magazine and owner of the Bachelor Club. Aware that Diane's attack will boost his circulation, Monte arranges to have one of his staff, Jack Roberts (Nye), pretend to be a Westcott supporter and ghost-write her speeches. Jack, however, gets side-tracked and Monte, himself, masquerades as one of Diane's staunch allies. Together, Diane and Monte hit it off politically and romantically. With his circulation

(more)

2 - 'Chrysler Presents a Bob Hope Comedy Special'

soaring, Monte discovers that if Diane is elected she has been promised a full Congressional investigation of the "girlie" magazines. He then devises a plan to discredit Diane before the elections.

Miss Daley portrays Patsy Willis, secretary to Monte, and Coogan plays a tipsy customer in the club.

Also featured are Doris Singleton as Diane's good friend Ellen Daniels; Francine York as Sherry, head hostess in the club; Peter Leeds as Danny, club manager; Jack Albertson as Bruce Shannon, and Stephen Chase as Dave Hennin, both magazine executives.

David Butler directed the script by Sam Locke and Joel Rapp. Mort Lachman is producer for Hope Enterprises in association with NBC.

NBC-TV PROGRAM HIGHLIGHT MARCH 20

CHRYSLER PRESENTS A BOB HOPE COMEDY SPECIAL: "School for Bachelors" -- A beautiful candidate for Congress campaigns against the editor of a "girlie" magazine. Eve Marie Saint, Louis Nye, Cass Daley and Jackie Coogan are guest stars. (Color).

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NBC-New York, 2/26/64

NBC CAMERAS ADMITTED TO SENATE HEARING ROOM FOR LIVE TELEVISIONING
OF CAROLE TYLER, FORMER SECRETARY TO ROBERT G. BAKER;
NBC RADIO ALSO OFFERED LIVE COVERAGE OF PROCEEDINGS

NBC News presented continuous live television coverage of the appearance this morning (Feb. 26) of Carole Tyler, who was secretary to former Senate aide Robert G. Baker, before the Senate Rules Committee.

In contrast to NBC-TV's coverage of Baker's appearance before the Senate committee yesterday (Feb. 25), NBC cameras were permitted to remain inside the Caucus Room in the Old Senate Office Building today.

Yesterday all cameras were ordered out of the room when the questioning of Baker started. However, NBC stationed one of its cameras at the entrance to the Caucus Room and focused it on the swinging door during the hearing, while the voices of the committee members and Baker were heard from within the room.

NBC-TV coverage of today's questioning of Miss Tyler started at 10 a.m. EST and continued until the hearing was recessed one hour later.

Following the hearing, NBC News correspondents Ray Scherer (anchorman for the TV coverage) and Herb Kaplow interviewed Myron G. Ehrlich, Miss Tyler's attorney, as he left the hearing room with his client.

Live coverage of the Senate hearing was also broadcast on the NBC Radio Network this morning, with NBC News correspondent Robert McCormack the anchorman in Washington.

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NBC TELEVISION NETWORK NEWS 2-X-H

February 27, 1964

'THE ROGUES' -- NEW NBC-TV SUSPENSE SERIES FOR 1964-65

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Gig Young, David Niven and Charles Boyer to Co-Star

In Sunday Night Full-Hour Dramas

A new full-hour suspense drama series in the Raffles tradition "The Rogues," will be a weekly presentation on the NBC-TV Network next season, it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

Gig Young, David Niven and Charles Boyer will co-star in the series, which will be telecast Sundays from 10 to 11 p.m. EST, starting Sept. 13. Gladys Cooper and Robert Coote will be featured regulars.

Four Star Television will produce "The Rogues" in association with NBC. Thomas McDermott will be executive producer and Collier Young producer. Directors signed to date include Hy Averback.

Ivan Goff and Ben Roberts will be the head writers, with Mario Hargrove, Robert Buckner, Leonard Kantor, Whitfield Cook and Sidney Carroll already signed as additional writers.

The principal characters of "The Rogues" are members of two related families of well-mannered international forgers and conmen -- the Flemings and the St. Clairs -- who take pride in their "profession," eschew violence and prey on those who have "too much for their own good." Their existence gives employment to Interpol, Scotland Yard, the Surete Generale, the FBI and other law-enforcement agencies the world over.

Heading the American, English and French contingents of the clan are, respectively, Tony Fleming (Gig Young), Alec Fleming (David

(more)

Niven) and Marcel St. Clair (Charles Boyer). Margaret St. Clair (Gladys Cooper), whose principal function is acting as housemother for the clan, is aunt to both Alec and Tony and mother of Timmy (Robert Coote), a master of disguise and impersonation. Young in heart, living by their wits in a world of wealth, the rogues are interested in the game, not the gain. More often than not, they donate the spoils of their adventures to others deserving of them.

Each week at least one of the three master rogues will be seen in hot pursuit of danger and adventure. Gig Young will star in 15 of the 30 scheduled programs, Charles Boyer in 10 and David Niven in five. Each will work in programs starring the others. Miss Cooper and Coote will be virtual every-week performers.

Gig Young, a two-time Academy Award nominee, has appeared in dramatic and comedy roles in more than two dozen motion pictures. Although he has starred in several notable television specials, he has not previously played a continuing series TV role.

David Niven, an Academy Award winner, has appeared in more than 50 motion pictures and is in the front rank of Hollywood's box-office attractions. Early in his career he played the title role in "Raffles," in which he portrayed a sophisticated thief very much like Alec Fleming in "The Rogues."

Charles Boyer, an international star of long standing, has appeared in recent seasons in Broadway plays, in Hollywood films and, very infrequently, on television. He is a founder of Four Star Television, along with David Niven.

(more)

Miss Cooper, a veteran of more than 50 years on the London and Broadway stages, has been a top character actress in films for nearly a quarter-century. She also has appeared in a variety of TV roles.

Robert Coote was featured in the original Broadway and London casts of "My Fair Lady" and is also well-known to moviegoers. Following his two-continent success in "My Fair Lady," he returned to the Broadway stage to play King Pellinore in "Camelot."

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NBC-New York, 2/27/64

NBC RADIO NETWORK NEWS

February 27, 1964

RCA'S GEORGE MAREK, A LONG-TIME FRIEND OF ARTURO TOSCANINI,
TO BE GUEST ON "TOSCANINI--THE MAN BEHIND THE LEGEND"

George Marek, RCA Vice President in charge of the RCA Victor Record Division, will be the interview guest on "Toscanini -- the Man Behind the Legend" Wednesday, March 11 (NBC Radio Network, except WNBC, 9:05 p.m. EST) and Sunday, March 15 (WNBC Radio only 11:10 p.m. EST). Marek, a long-time friend of the late Arturo Toscanini, will discuss the latest release of Toscanini recordings, never before issued, and also will mention possibilities of future additional releases.

Mr. Marek was active with Walter Toscanini in planning many of the maestro's recording projects. He will recall with interviewer Ben Grauer incidents in connection with Toscanini's vast number of recording sessions.

Music on the program will include four overtures: Brahms' "Academic Festival Overture," Gluck's "Iphigenia in Aulis," Mozart's "Don Giovanni" and Brahms' "Tragic Overture."

NBC RADIO PROGRAM HIGHLIGHT MARCH 11

"TOSCANINI--THE MAN BEHIND THE LEGEND" -- George Marek, guest, will discuss Toscanini's current and future recording releases. Four overtures, by Mozart, Gluck and Brahms make up the musical part of program. Ben Grauer is interviewer.

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NBC TRADE NEWS

NBC AND M-G-M COMPLETE SECOND MULTI-MILLION-DOLLAR AGREEMENT FOR NEW PACKAGE OF PRESTIGE FILMS FOR SATURDAY AND WEDNESDAY NIGHT PRESENTATION ON NBC-TV NETWORK DURING 1964-65 SEASON

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Most Films are 1955 to 1960 Releases and Are in Color

The National Broadcasting Company has announced the completion of a second multi-million-dollar agreement with Metro-Goldwyn-Mayer for the television premieres of a new package of selected feature film attractions for presentation on NBC-TV during the 1964-65 season.

Over two-thirds of the films are 1955 to 1960 releases and more than half are in color.

The list of prestige films, which includes numerous widely acclaimed attractions and virtually every major Hollywood star of the past decade, will be broadcast on NBC-TV's "Saturday Night at the Movies" (9-11 p.m. NYT) and "Wednesday Night at the Movies" (9-11 p.m. NYT), beginning in the Fall.

The announcement was made by Walter D. Scott, Executive Vice President in Charge of the NBC Television Network.

NBC's first agreement with M-G-M was announced Feb. 28, 1963, and the television premieres of the films began in the current NBC-TV schedule on "Monday Night at the Movies" and "Saturday Night at the Movies."

The selection of NBC-TV presentations will be made from among such outstanding motion pictures as:

"Adam's Rib" -- Spencer Tracy, Katharine Hepburn.

"Bad Day at Black Rock" -- Spencer Tracy, Keenan Wynn.

"Battleground" -- Van Johnson, John Hodiak.

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"The Brothers Karamazov" -- Yul Brynner, Maria Schell.
"Designing Woman" -- Gregory Peck, Lauren Bacall.
"Escape from Fort Bravo" -- William Holden, Eleanor Parker.
"Green Mansions" -- Audrey Hepburn, Lee J. Cobb.
"Julie" -- Doris Day, Barry Sullivan.
"Les Girls" -- Gene Kelly, Mitzi Gaynor.
"The Angry Hills" -- Robert Mitchum, Stanley Baker.
"Some Came Running" -- Frank Sinatra, Shirley MacLaine.
"Rhapsody" -- Elizabeth Taylor, John Ericson.
"Teahouse of the August Moon" -- Marlon Brando, Glenn Ford.
"Torpedo Run" -- Glenn Ford, Ernest Borgnine.

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NBC-New York, 2/27/64



February 27, 1964

ROBERT HERB IS NAMED NBC NEWS POLITICAL EDITOR TO COORDINATE
FILM AND INFORMATION ON PRIMARIES, CONVENTIONS,
PRESIDENTIAL CAMPAIGNS AND ELECTIONS

Robert Herb, an NBC News writer and editor, has been named NBC News political editor, effective through the general elections in the Fall.

The appointment was announced by Robert Northshield, General Manager of NBC News, who is in over-all charge of the network's 1964 political coverage.

In his new assignment, Herb will coordinate film and information relative to the primaries, this summer's national political conventions, the Presidential campaigns and the national elections. The creation of this new post within NBC News, according to Northshield, is based on the increase in the volume of vital news to be covered in a Presidential election year.

"The political story is unusual in that it is continuing, sprawling, and on any given day could be the major story in six or seven different places," Northshield said. "Also, there may be six or seven different programs where the political coverage is needed, specials as well as regular programs. When these two complexities bang against each other, you need a man to keep things straight.

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"This is the only case where there is a special assignment and coordinating desk just for the story itself. NBC News has a Foreign Desk and a Domestic Desk, but only in an election year do we have a Political Desk."

Herb will coordinate NBC News' coverage of this year's major political stories for use on the network's regular news reports, as well as the Monday-through-Friday "Huntley-Brinkley Report" and the "Today" show. His efforts will be closely allied with those of Chet Hagan, producer of all NBC News special political programs, and Frank Jordan, manager of the network's Elections Unit.

Herb, a veteran newsman, has been assigned to the NBC News Central News Desk in New York since September. He joined the network after service as a reporter, assistant city editor and photo editor of the New York World-Telegram and Sun.

He is a native of Dunmore, Pa., a veteran of U.S. Marine Corps service in World War II, and was in the Army during the Korean War. He holds both an A.B. and M.A. from Syracuse University.

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NBC-New York, 2/27/64

DOUG DUITSMAN IS APPOINTED SUPERVISOR,
PHOTO OPERATIONS, NBC, WEST COAST

Doug Duitsman, a member of the NBC Press Department's West Coast offices in Burbank, Calif., since 1958, has been appointed Supervisor, Photo Operations, NBC, West Coast, it was announced today by Casey Shawhan, Director, Press and Publicity, West Coast, National Broadcasting Company. Duitsman will coordinate his activities with Earl Zeigler, Manager, Press and Publicity, West Coast.

Before joining NBC, Duitsman was a news writer for Walt Disney Productions. Earlier, he was a reporter for the Inglewood (Calif.) Daily News and the Los Angeles Examiner.

Duitsman majored in journalism at Pepperdine College, Los Angeles. He served in the U. S. Navy as a public information specialist. Duitsman, his wife Rheba and their two daughters, live in Canoga Park, Cal.

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NBC-New York, 2/27/64

NBC RADIO NETWORK NEWS

February 27, 1964

RCA'S GEORGE MAREK, A LONG-TIME FRIEND OF ARTURO TOSCANINI,
TO BE GUEST ON "TOSCANINI--THE MAN BEHIND THE LEGEND"

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NBC TELEVISION NETWORK NEWS

February 27, 1964

Attention, Sports Editors

JOE GARAGIOLA AND BOB WOLFF WILL BE COMMENTATORS FOR NBC'S

'MAJOR LEAGUE BASEBALL' TELECASTS THIRD STRAIGHT YEAR

Sportscasters Joe Garagiola and Bob Wolff will team up for the third straight year as commentators for NBC-TV's "Major League Baseball" telecasts on Saturdays and Sundays during the 1964 season, Carl Lindemann Jr., Vice President of NBC Sports, announced today.

Wolff will report the play-by-play and Garagiola, a former National League catcher for nine seasons, will provide the color commentary.

"Major League Baseball" will start a 49-game schedule Saturday and Sunday, April 18 and 19. Several preemptions are likely during the 25-week season for golf and NCAA football telecasts. The games will be televised nationally, but will not be carried by stations in major league markets or in certain other areas restricted by agreements with major league teams.

Both Wolff and Garagiola are former announcers for major league clubs, and both also have been World Series announcers for NBC. Wolff broadcast games of the Washington Senators (later the Minnesota Twins) for 15 years. Garagiola was one of the announcers for eight years for the St. Louis Cardinals, the team with which he broke into the big leagues in 1946.

Garagiola was a double winner as both television and radio "Sportscaster of the Year" in the recently announced All-American Awards

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Poll of Radio-Television Daily. He is the on-the-air sports editor of NBC-TV's "Sunday" series, has a five-mornings-a-week show on NBC Radio and is a weekend sports commentator on NBC Radio's "Monitor." When not involved with sportscasting duties for NBC, Garagiola is a favorite raconteur and master of ceremonies on the sports banquet circuit.

In addition to baseball games, Wolff's broadcasting assignments on NBC include post-season football games (Rose Bowl and East-West games this past season) and professional and college basketball contests. He was the host of "World Series Spotlight" preceding NBC-TV's Series telecasts the past two years. Other sportscasting credits include college and professional football and a variety of events from New York's Madison Square Garden, such as hockey, basketball, the National Horse Show and the Westminster Kennel Club Dog Show.

Wolff and Garagiola both live in Scarsdale, N. Y.

This will be NBC-TV's eighth consecutive year of "Major League Baseball" coverage. Lou Kusserow will produce the telecasts and Harry Coyle will direct.

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NBC-New York, 2/27/64

NBC TELEVISION NETWORK NEWS

February 27, 1964

PRODUCTION TO START ON NBC-TV'S "PROFILES IN COURAGE"

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Robert Saudek to Launch Filming of Series Based on Kennedy Book;

Sidney Blackmer, Victor Jory in Drama About Senator Underwood

Robert Saudek, President of Robert Saudek Associates Inc. has arrived in Hollywood from New York to start production of the "Profiles in Courage" series, to be presented on the NBC-TV Network during the 1964-65 season.

Sidney Blackmer and Victor Jory have been signed to star in "The Oscar W. Underwood Story," which will launch production March 2 on 26 full-hour filmed programs at Desilu Studio in nearby Culver City.

Blackmer stars in the title role as the Senator from Alabama, and Jory as his campaign manager, Charles Carlin, who become involved in a crucial political controversy of the 1920s concerning the Ku Klux Klan.

Gordon Oliver will produce the series, which is based on the late President John F. Kennedy's Pulitzer Prize-winning book of biographies.

Lamont Johnson will direct the Underwood drama written by David Karp.

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'KENTUCKY,' STARRING DENNIS WEAVER, WILL BE NBC-TV SATURDAY
HALF-HOUR SERIES IN 1964-65 SEASON; ACTION IS SET
AGAINST BACKGROUND OF THOROUGHBRED RACING

FOR RELEASE MONDAY, MARCH 2

"Kentucky," starring Dennis Weaver in a new half-hour comedy series with a background of thoroughbred racing, will be presented in the 1964-65 season on the NBC-TV Network Saturdays (8:30-9 p.m. NYT), it was announced today by Mort Werner, Vice President, Programs. The series is tentatively set to debut Sept. 12.

In his first regular starring role in a series, Weaver will portray Kentucky Jones, a veterinarian and former horse trainer, who reluctantly takes into his home and heart a nine-year-old Chinese orphan. Rickey Der, who launched his acting career in the film, "Tarzan's Three Challenges," will make his TV debut as Dwight Eisenhower (Ike) Wong, the orphan striving to win the affection of his foster father.

Set against the hoof-pounding tempo of America's most popular professional sport (thoroughbred racing has more paid admissions than baseball), "Kentucky" will offer a TV comedy series in the tradition of such film classics as "The Kid" and "The Champ." Kentucky Jones, owner of a 40-acre California horse ranch, is a footloose dreamer who wants none of the responsibility entailed in the raising of Ike for whom his wife had sent before her sudden death. Since he has had

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to take care of himself for most of his young life, Ike is practical and hard-headed. The orphan and his reluctant "father" develop their relationship through succeeding episodes, ranging behind the scenes at Santa Anita and other leading California tracks.

Winner of a 1959 Emmy for best supporting actor in a TV series for his role as the limping Chester, Weaver will star in "Kentucky" after eight seasons on "Gunsmoke." He has also appeared in such major films as "The Bridges at Toko-Ri," "Ten Wanted Men," "The Gallant Hours" and "Seven Angry Men." Although primarily a dramatic actor, he has had guest spots as a song-and-dance man on the Perry Como and Garry Moore shows.

Character actor James McCallion will appear in the series as featured regular, "Seldom" Jackson, a former jockey and now a hired hand on Kentucky's ranch. He played handyman Mi Taylor in NBC-TV's "National Velvet" series. His movies include roles in "Vera Cruz" and "Tribute to a Bad Man."

Albert Beich will be the producer of the series for NBC Productions. Beich and William H. Wright are co-creators of "Kentucky." The director will be Joseph Sargent, whose TV credits include "Bonanza," "Lassie," "Gunsmoke," "Route 66" and "The Law and Mr. Jones."

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NBC-New York, 2/28/64



'THE CAMPAIGN AND THE CANDIDATES'

NBC News Television Special Will Cover Final
Pre-Primary Activity in New Hampshire

FOR RELEASE MONDAY, MARCH 2

The political scene in New Hampshire in the final days before the 1964 Presidential primary will be covered in an NBC News special program Sunday, March 8 (7 to 7:30 p.m. EST) on the NBC-TV Network. NBC News correspondent Frank McGee, reporting from NBC News' Election Headquarters in Manchester, N.H., will be anchor man of the telecast.

The program will be the first of a series of 38 specials on NBC-TV with the over-all title of "The Campaign and the Candidates." These programs, totaling more than 27 hours, will present comprehensive network coverage of pre-primary, primary, pre-convention and pre-election activity. They represent the greatest number of TV political programs ever scheduled for any election year.

The New Hampshire special will show filmed highlights of the campaigns of the five Republican candidates who have filed in the primary -- Governor Nelson A. Rockefeller, Senator Barry Goldwater, Harold E. Stassen, Senator Margaret Chase Smith and Norman Le Page, a Nashua accountant who is a perennial contender. Merrill Mueller will report the Rockefeller activities, and Robert MacNeil the Goldwater campaign. There will also be film coverage of the write-in campaign

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effort in behalf of Nixon, which is spearheaded by former Governor Wesley Powell, and the write-in campaign for Lodge.

Chet Hagan will produce the special program. Jerome Jacobs is associate producer.

The New Hampshire election -- the nation's first primary -- will be covered Tuesday, March 10 in two special programs on NBC-TV, from 8:30 to 9 p.m. EST and from 11:15 to 11:30 p.m. EST, as well as in bulletins throughout the day and evening. NBC News will cover the election with a staff of more than 600 reporters, tabulators and technicians, staffing each of New Hampshire's 302 polling places. Chet Huntley, David Brinkley, McGee, Sander Vanocur, Mueller and MacNeil will be the key correspondents. Hagan will produce the programming.

-----NBC-TV PROGRAM HIGHLIGHT MARCH 8-----

NEW HAMPSHIRE PRIMARY: A preview of the nation's first Presidential primary, with NBC News correspondent Frank McGee as anchor man. The first in "The Campaign and the Candidates" series of 38 special programs.

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NBC-New York, 2/28/64



NBC COLOR TELEVISION NEWS

THE NBC OPERA COMPANY WILL PRESENT JOHANN SEBASTIAN BACH'S
"ST. MATTHEW PASSION" COMPLETE IN 3-HOUR COLOR TELECAST
- - -
Palm Sunday Program Is Repeat of 1963's Acclaimed Production

Johann Sebastian Bach's masterpiece, "St. Matthew Passion," will be the final offering of the season by the NBC Opera Company Sunday, March 22 (NBC-TV Network color 1-4 p.m. EST). The passion-oratorio will be given complete in a three-hour presentation. This performance is a repeat showing of the production shown last Spring on NBC-TV to public and critical acclaim. Last year the work was performed in two parts. The Palm Sunday showing this year will have both parts in one program.

The "St. Matthew Passion" tells the story of the betrayal, the agony and the crucifixion of Christ. Bach wrote the music using the text directly from the Gospel according to St. Matthew.

The cast includes John Boyden, baritone, as Jesus; Maureen Forrester, alto; Judith Raskin, soprano; Mallory Walker, tenor; Donald Gramm, bass; and John McCollum, tenor as the Evangelist. Smaller roles are sung by Lee Cass, David Clatworthy, Julian Patrick and Robert Falk. The performance was conducted by Alfred Wallenstein.

"St. Matthew Passion" was produced by the late Samuel Chotzinoff, and was directed by Kirk Browning. Frank Skinner was designer.

NBC-TV PROGRAM HIGHLIGHT MARCH 22

NBC OPERA COMPANY -- "ST. MATTHEW PASSION" -- Bach's passion-oratorio in a three-hour color presentation with John Boyden as Jesus, John McCollum as the Evangelist, and soloists Judith Raskin, Maureen Forrester, Mallory Walker and Donald Gramm. Alfred Wallenstein conducts. (Color)

-----o----- NBC-New York, 2/28/64

NBC TELEVISION NETWORK NEWS

February 28, 1964

"HUNTLEY-BRINKLEY REPORT" IS HIGHEST-RATED TV PROGRAM
IN LOOK-LISTEN POLL OF COUNCIL FOR BETTER BROADCASTS;
NBC-TV SCORES WITH FIVE OUT OF POLL'S TOP 10 SHOWS

NBC News' "Huntley-Brinkley Report" was the highest-rated television program in the 10th annual report of the Look-Listen Poll of the American Council for Better Broadcasts.

NBC-TV scored with five programs in the poll's top 10: "Huntley-Brinkley Report," "Bonanza," "Walt Disney's Wonderful World of Color," "Dr. Kildare" and "Hazel."

The council, with headquarters in Madison, Wis., tabulated opinions from almost 7,000 viewers in 30 states in its poll for 1963. Viewers were asked to rate a television program two points for excellent, one for good, minus one for fair and minus two for poor.

The "Huntley-Brinkley Report" and "Bonanza" led the field by more than 30 per cent with total points of 1,494 and 1,265, respectively.

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NBC TELEVISION NETWORK NEWS

February 28, 1964

TWO-HOUR "TODAY" TRIBUTE TO MEMORY OF FRED ALLEN WILL INCLUDE
JACK BENNY AND FORMER INHABITANTS OF ALLEN'S ALLEY

A two-hour tribute to the late Fred Allen, featuring several members of the famous Allen's Alley and other friends of the comedian who will recall their association with him, will be presented by NBC-TV's "Today" program Wednesday, March 18 (7-9 a.m. EST). The telecast will be an eighth anniversary observance of the death of Allen. The comedy star died on St. Patrick's Day, 1956.

The program will include comments by Jack Benny -- Allen's friend and co-worker -- which were taped on the West Coast especially for "Today."

A highlight of the "Today" tribute will be a walk down Allen's Alley, which was inhabited by some of the funniest characters in radio history. Several of them will re-create some memorable moments from Allen's Sunday evening NBC Radio show.

The Allen's Alley performers will be Kenny Delmar, who played Senator Claghorn; Parker Fennelly, who was the taciturn New Englander, Titus Moody, and Peter Donald, who was the talkative Irishman, Ajax Cassidy.

Two other old friends of Allen who will tell of the comedian's early years and relate some of his funny stories are James (Uncle Jim) Harkins, a former vaudevillian and one of the first people Allen befriended when he came to New York from his native Boston, and Max Asnas, owner of New York's Stage Delicatessen, where Allen was a regular patron.

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BILL DANA HAS BUSY SCHEDULE OF TRAVEL
AND SPECIAL ENGAGEMENTS

Bill Dana, who stars as Jose Jimenez on NBC-TV's "Bill Dana Show" (Sundays, 7 p.m. EST), has a busy schedule of travel and special engagements on his calendar. Before starting a 12-week nightclub and concert tour March 27, Dana will spend three weeks visiting England, France, Italy, Denmark, Sweden and Switzerland, gathering material for a Kapp album, "Around the World with Jose." He will leave Hollywood March 1.

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ADDED CASTING FOR 'THE DOCTORS' SERIES INCLUDES
JOAN ANDERSON IN CONTINUING ROLE OF NORA HANSEN

Actress Joan Anderson has been signed to play the continuing role of Nora Hansen in NBC-TV's "The Doctors" (NBC-TV, Mondays through Fridays, 2:30 p.m. EST), the serial drama starring James Pritchett, Ann Williams, Fred J. Scollay and Scott Graham. The role of Nora Hansen is that of Dr. Maggie Fielding's (Miss Williams) divorced sister.

Other casting in the series during upcoming programs includes: Nell Harrison as Mrs. Nettleton, Patricia Harty as Edie Barclay, John Luce as Hank Thomas and Martha Greenhouse as Virginia Rose. They will be seen in shows for several weeks beginning March 2.

"The Doctors" is telecast live from NBC's Studio 3B in the RCA Building, New York City.

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NBC-New York, 2/28/64

